



**California 2008 CVI Update- Final Report**

**Prepared by WESTAF, May 2010**

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## **Section One: Introduction**

This report details the findings of research on the overall health of California's arts-related creative economy. The strongest indicator of this health is a region's score on the Creative Vitality Index™ (CVI™). The CVI™ is a robust and inclusive measure of the economic vitality of the arts and arts activities in a specified geographic or political region of the United States. Rigorously constructed and updated annually, a region's CVI™ is a credible and clear data source for arts research and advocacy purposes.

### **What is an Index?**

An index is generally an efficient means of summarizing quantities of interrelated information and describing complex relationships. An index can be, as in the case of the CVI™, a single indicator of multiple variables and interaction between these variables. Changes in an index will reflect changes in the data used to generate the index. Standardization and unification of data mean that indexes are ideally suited for comparative analysis. The comparative nature of the CVI™ has added analytical and policy value.

### **What is the Creative Vitality Index™?**

The Creative Vitality Index™ (CVI™) measures annual changes in the economic health of an area by integrating economic data streams from both the for-profit and nonprofit sectors. Using per capita measurements of revenue data from both for-profit and nonprofit entities as well as job data from a selection of highly creative occupations, the research aggregates the data streams into a single index value that reflects the relative economic health of a geography's creative economy. The CVI™ provides an easily comprehensible measure of economic health to help communicate information from a broad arts coalition to policy makers and stakeholders. This longitudinal data allows for compelling year-to-year comparisons as well as cross-city, county, and state comparisons. The CVI research system also provides users with a series of reports on the rise and fall of key data factors measured by the Index. The CVI™ goes beyond an annual tally of what is often inflation-driven growth in the non-profit art sector. Instead, it is a more inclusive reporting mechanism that is rooted in robust data streams that reflect the entire arts-based creative economy.

The Creative Vitality Index™ is a resource for informing public policy and supporting the work of advocates for creative economies. CVI™ reports have been used as a way to define the parameters of an area's creative economy and as a means of educating communities about the components and dynamics of a creative economy. The CVI™ is frequently used as a source of information for arts advocacy messaging and to call attention to significant changes in regional creative economies. This research has also been used to underscore the economic relationships between the for- and nonprofit sectors and as a mechanism for diagnosing a region's creative strengths and weaknesses.

### **What does the Creative Vitality Index™ Measure?**

The CVI measures a carefully selected set of economic inputs related to the arts and creativity in a given geographic area, with measurements of both for-profit and nonprofit arts-related activities. The index has two major components including measurements of community participation based on per capita revenues of arts-related goods and services, and measurements of per capita occupational employment in the arts. The weighted indicators within the community participation portion of the index are the following: nonprofit arts organization income, nonprofit humanities organizational income, per capita book store sales, per capita music store sales, per capita photography store sales, per capita performing arts revenues, and per capita art gallery and individual artist sales. These indicators account

for sixty percent of the overall index values. A forty percent weighting has been assigned to occupational employment in the arts that captures the incidence of jobs associated with measurably high levels of creative output.

The rationale for this approach is the cause-and-effect relationship between participation levels and jobs. The underlying theory is that public participation in the arts or public demand for arts experiences and events ultimately drives budgets and organizational funding levels, which in turn support artists and art-related jobs within the economy.

### **Where does Creative Vitality Index™ Data Come From?**

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics, and Economic Modeling Specialists, Inc (EMSI). The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by nonprofit 501(c) organizations with annual gross receipts of \$25,000 or more; however, organizations with smaller revenues also occasionally report.

EMSI uses a proprietary economic modeling technique to capture industry and occupational employment data. A brief synopsis of the data sources employed in this model are outlined as follows:

#### **Industry Data**

In order to capture a complete picture of industry employment, EMSI combines covered employment data from Quarterly Census of Employment and Wages (QCEW), produced by the Department of Labor, with total employment data in Regional Economic Information System (REIS), published by the Bureau of Economic Analysis (BEA) and augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES), published by the U.S. Census Bureau.

#### **Occupation Data**

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

### **Report Organization**

There are three sections to this report following the introduction: 1) a preview of key research findings; 2) a detailed report on the creative vitality of California; and 3) a thorough overview of the CVI™ and its potential uses. Findings in the data preview section include the CVI™ values of the study region compared to the nation and additional regions of interest. Additionally, select economic figures from the Index are presented. Detailed description and analyses of the data are documented in the subsequent technical report section. The fourth section outlines the original CVI™ project's core assumptions, reports on the construction and rationale for the formulae used to arrive at an Index value, and provides additional justifications for the use of various annual streams of data that undergird the CVI™. Here you will also find suggested uses for the CVI™.

### **Communicating CVI™ Data**

Different state, local and regional organizations have undertaken multiple communication strategies for publicizing the CVI™. WESTAF has found that the best strategy for

communicating CVI™ information often relies on the specifics of organizational needs. WESTAF is willing to consult individual agencies free of charge regarding communication strategies after CVI™ data have been finalized. Potential strategies include: creating low-cost communication pieces and press releases “in-house”; creating more formalized communication; using a professional designer; including a number of stories related to the local creative economies; forming working groups to discuss the creative economy and long term messaging strategies given CVI™ data; commissioning in-depth research to investigate certain aspects of CVI™ data apparent in the overall CVI™ results; and using CVI™ data as an internal policy formulation document, while communicating data to specific key stakeholders, such as legislators and executives.

### **Policy Implications**

The CVI™ does not offer an explanation of the multitudinous causal factors contributing to the creative vibrancy of a region. The CVI™ does offer a descriptive numerical value of cultural vibrancy based on economic inputs. This descriptive data can be helpful in articulating and tracking the relative strengths of an area's creative economy over time; providing indications of particular cultural strengths within an area; providing information to help guide cultural planning efforts; and providing direction for additional research into more specific aspects of a region's creative economy.

Initially, the CVI™ can be used as a communication and advocacy tool for state and local arts agencies to address the importance of the creative industries (both for-profit and nonprofit) to key stakeholders, legislators, the business community, and the public at large. This has been done effectively in many areas by presenting and communicating data highlights and creative economy success stories. Communication and coalition building through the presentation of research can help advance sound arts policy.

Given the descriptive nature of CVI™ data, CVI™ reports can also provide cultural planners, arts advocates, and state and local arts agencies with base level data during policy making efforts, strategic planning efforts, possible program creation, and decision making regarding when and where to allocate resources. While the CVI™ does not directly provide answers to difficult policy questions, it does allow for a more informed decision making process.

A number of key questions for California's creative economy are raised by the CVI™ report, including but not limited to the following:

- 1) How can California set benchmarks for creative economic growth?
- 2) How can areas within and surrounding California work together to most effectively grow the creative economy throughout the state?
- 3) Given CVI™ findings, what future in-depth research or local analyses might be valuable?

### **Section Two: Data Preview**

A region's Creative Vitality Index™ value is compared to a national baseline score of 1.00. For example, a region with a CVI™ value of 1.30 has a stronger creative vitality score than the nation as a whole by 30%. A CVI™ value as compared to a specific region—a county, state, or combined area—can also be generated. The unique geographic sensitivity of this measure means that arts advocates and policy makers have a clear and concise understanding of their particular region.

#### **California to the United States, 2008: 1.44**

Interpretation: The CVI™ value of 1.44 reflects the strength of the region's creative economy compared to the nation. From 2006 to 2008, California's CVI™ value remained stable, increasing slightly from 1.43 to 1.44 over the three year period. California shows strong CVI™

values when compared to the nation in every category included within the CVI™. California also outperforms the nation on a per capita basis within seven of the eight CVI™ categories. The best performing individual CVI™ values include: individual artists, writers and performers, as well as performing arts participation. The strength of commercial creative industries in Los Angeles contributes heavily to the advantages held by California in these categories.

### **Los Angeles to the United States, 2008: 2.68**

Interpretation: The value of 2.68 reflects the strength of the Los Angeles creative economy compared to the nation. This pattern is consistent from 2006-2008, showing the region's CVI™ growing from 2.58 to 2.68 over the three year period. Los Angeles shows strong CVI™ values when compared to the nation in every category included within the CVI™. Los Angeles also outperforms the nation on a per capita basis in all eight CVI™ categories. The best performing individual CVI™ values include: individual artist, writers and performers, as well as performing arts participation.

### **Additional Data Points**

CVI™ data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics, and Economic Modeling Specialists, Inc (EMSI). The totality of data from these streams is presented in the following section. Select data points in this region, for example, are the following:

- The California Creative Economy remained strong compared to the nation during a time of economic recession.
- Jobs within highly creative occupations continued to grow in California; despite economic conditions, these jobs increased at a rate of 4%.
- The Central Sierra Region showed significant job growth in creative occupations during this time period, with job growth of 25%.
- Occupations within the film industry continued to show the highest statewide concentration of employment per capita among creative occupations.
- Strong occupational growth was seen in technical occupations related to audio and video equipment and sound engineering.
- Occupational growth within public relations continued to be strong in California.
- Individual Artists, Writers and Performers continue to earn revenues at a much higher per capita rate than the nation as a whole.
- In 2008, there were over 686,000 highly creative jobs in California.
- Over the past three years, Los Angeles County's CVI value exceeded the national baseline by over 168% and continues to increase.
- In 2008, over 4,800 nonprofit organizations in California reported to the IRS and were classified as arts, culture and humanities organizations.
- In 2008, nonprofit arts organizations in California earned revenues of over \$2.1 billion at a rate of over \$58 per person--a rate 22% greater than the national average.
- In 2008, musical instrument retailers in California earned over \$468 million at a rate of nearly \$13 per person--a rate 27% greater than the national average.
- In 2008, photography retailers in California earned over \$202 million at a rate of nearly \$6 per person--a rate 17% greater than the national average.
- In 2008, book and record retailers in California earned over \$1.3 billion at a rate of over \$37 per person--a rate 32% greater than the national average.
- In 2008, art galleries and art dealers in California earned over \$686 million at a rate of over \$18 per person--a rate 32% greater than the national average.
- In 2008, independent artists, writers and performers in California earned over \$12 billion at a rate of over \$327 per person--a rate 235% greater than the national average.
- In 2008, companies and organizations involved in the performing arts in California earned over \$3.2 billion at a rate of over \$88 per person--a rate 92% greater than the

national average.

- Creative occupations highly concentrated in California include: Film and Video Editors, Media and Communication Equipment Workers, Sound Engineering Technicians, Actors and Camera Operators.
- Creative occupation concentrations correlate to participation data showing high index values for independent artists, writers and performers and for performing arts participation- the combination of these data points indicate that the commercial film and music industries within California are significant contributors to the California economy and comprise a primary catalyst for creative growth in California.

### Section Three: Creative Vitality Report Details

It is important to recall that the CVI™ score of this region is always compared to a score of 1.00. While a region might not be at the 1.00 level, this does not indicate an absence of activity. Here, it can be useful to look at the relative strength of the categorical index values being examined. Additionally, looking at refined state and regional contexts can give valuable insight to how a “low performing” region might actually be contributing positively within to a state and regional economy.

#### A few key terms used in the CVI™

**Index:** summarizes multiple sources of data into a single indicator, using one number to describe a complex set of variables, activities, and events. A few of the best-known indexes are the Dow Jones Industrial Average, the Body Mass Index (BMI) and the Consumer Price Index (CPI).

**Per Capita:** most simply put, per capita means the average per person. In the context of the CVI™, per capita is referring to the ratio of the CVI™ input--such as industry revenues, nonprofit revenues and jobs--to the number of people within the study area.

**CVI™** a comparative indicator of a region’s creative vitality, including nonprofit and for-profit arts activities; it reflects the relative economic health of a region’s creative economy.

**Arts Organizations:** organizations that have primary missions related to serving or presenting the arts. These organizations include traditionally subsidized arts organizations such as art museums, symphonies, operas, and ballets.

**Arts-Active Organizations:** organizations that do not have primary missions related to serving or presenting the arts, but do conduct a number of activities that can be considered “arts-based.” For example, within any history museum, there is a significant amount of arts activities associated with exhibit design; the concept reflects a widely accepted trend in arts research to consider how certain creative activities and occupations that do not directly produce art, but are creative and artistic in nature, deserve recognition as vital parts of a creative economy.

**Location Quotient (LQ):** an index value for each occupation, measuring whether or not



there is a per capita concentration of an occupation within the area being measured; LQs are given for both the state and the nation, showing the relative concentration of employment for an area when compared with the state and with the nation. The location quotient approach is typically used in community analysis and planning to assess basic industries, or those exporting goods.

## Creative Vitality Index by Year

The following tables summarize data for California for the years 2006 through 2008. The data show both local and national trends for data fields included within the CVI™. The longitudinal data reveal interesting trends related to how creative industries and nonprofits fared within this region when compared to the rest of the nation. Fluctuations in index values should be considered along side general local, regional, and national trends. The nature of the index accounts for both the influence of national trends and inflation by recalculating national comparison data in each year. This comparative mechanism also allows for an accurate description of local and regional trends, while accounting for the influence of national changes. Sources for the variations of index values in each year shown within the individual data streams are detailed further within this report.

**Table# 1**  
**CVI Comparisons: All CA CVI Regions 2006-2008 (Summary)**

Region	Index 2006	Index 2007	Index 2008
CA Bay Area	1.67	1.69	1.65
CA Central Coast	1.13	1.16	1.09
CA Central Sierra	0.64	0.67	0.81
CA Central Valley	0.35	0.38	0.34
CA Greater Sacramento	0.82	0.82	0.81
CA Inland Empire	0.41	0.40	0.40
CA Inland Northern	0.51	0.51	0.49
CA North Coast	1.13	1.13	1.17
CA South Coast	1.14	1.15	1.13
Los Angeles	2.58	2.63	2.68
<b>Totals</b>	<b>1.43</b>	<b>1.44</b>	<b>1.44</b>

Source: WESTAF, California CVI 2008

### Comparison of Metropolitan Regions

Table #2 shows CVI™ comparison data for eleven different Metropolitan Statistical Areas (MSAs), including Los Angeles, Sacramento, San Francisco, San Diego and San Jose. Los Angeles has the highest MSA CVI out of the eleven regions studied in Table #2 in each of the three study years. MSAs have been identified as appropriate comparison areas given the regional relationships of creative economies. The US Census Bureau defines an MSA as a geographic entity that is defined by the U.S. Office of Management and Budget (OMB) for statistical use. MSAs contain one or more counties with a core urban area and neighboring counties that are highly socially and economically integrated.

A note on CVI™ values, population density, and regional sensitivity is important here. The CVI™ measures the concentration of creative economic activities within a geographic area. While concentration rates, and thus an index value, can be affected by changes in the size of the region being studied, CVI™ values are not necessarily tied to population and population density. For example, some states with low population numbers, such as Alaska, Wyoming, and Nevada, have high CVI™ values when compared to states with much higher populations and urban concentrations. Conversely, areas with high populations or population densities do not consistently have high CVI™ values. Certainly, the complexities of urban, suburban and rural geographies and demographics play a role in the creativity and vibrancy of a region. The adjustable sensitivity of the CVI™ to precise regions is a considerable strength of this measure.

**Table# 2**  
**Comparison of Metropolitan Regions (Summary)**

Region	Index 2006	Index 2007	Index 2008
Dallas-Fort Worth-Arlington, TX MSA	0.93	0.91	0.95
Denver-Aurora-Broomfield, CO MSA	1.26	1.28	1.22
Los Angeles-Long Beach-Santa Ana, CA MSA	2.25	2.29	2.32
New York-Northern New Jersey-Long Island	2.03	2.05	2.20
Phoenix-Mesa-Glendale, AZ MSA	0.74	0.74	0.70
Portland-Vancouver-Hillsboro, OR-WA MSA	1.16	1.12	1.17
Sacramento-Arden-Arcade-Roseville, C..	0.83	0.83	0.82
San Diego-Carlsbad-San Marcos, CA MSA	1.13	1.13	1.11
San Fransisco-Oakland-Fremont, CA MSA	1.67	1.69	1.65
San Jose-Sunnyvale-Santa Clara, CA MSA	1.23	1.21	1.22
Seattle-Tacoma-Bellevue, WA MSA	1.40	1.38	1.43
<b>Totals</b>	<b>1.65</b>	<b>1.66</b>	<b>1.71</b>

Source: WESTAF, California CVI 2008

#### **California CVI™ Values and Calculations 2006 through 2008**

Tables #3 through #5 shows the summarized data versus the national average from 2006 through 2008. The index values remained relatively consistent from 2006-08, though data indicates a marginal upward trend. However, there are some important variances in the individual index categories illustrated in Tables #3 through #5. While nearly all categories maintained similar index values from 2006 to 2008, the combined category of Art Gallery/Individual Artist Revenues, and the Occupations in the creative economy category showed consistent growth.

**Table# 3**  
**California CVI vs. United States 2006**

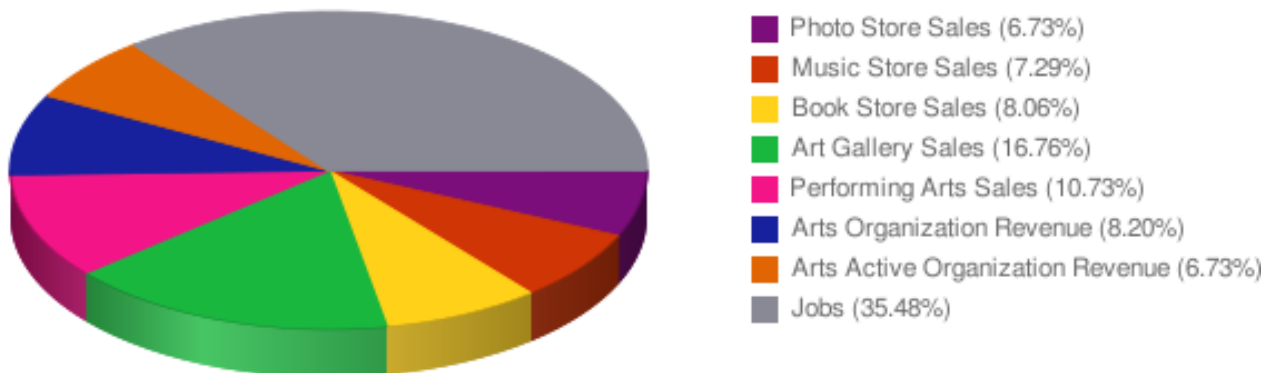
Region A: California

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2006</b>					
Population	36,249,872	298,754,819			
<b>Industry Data</b>					
Photography Store Sales	\$252,522,000	\$1,735,991,000	1.199	8%	0.096
Music Store Sales	\$537,323,000	\$3,412,515,000	1.298	8%	0.104
Book and Record Store Sales	\$1,824,957,000	\$10,427,520,000	1.442	8%	0.115
Art Gallery and Individual Artist Sales	\$11,720,670,000	\$32,327,946,000	2.988	8%	0.239
Performing Arts Participation	\$2,993,550,000	\$12,904,417,000	1.912	8%	0.153
<b>Non Profit Data</b>					
Arts Organization Revenue	\$1,734,807,889	\$12,252,800,650	1.167	10%	0.117
Arts-Active Organization Revenue	\$1,523,908,282	\$13,035,027,058	0.964	10%	0.096
<b>Occupation Data</b>					
Total Jobs	660,257	4,297,609	1.266	40%	0.506
<b>Total CVI : 1.426</b>					

Source: WESTAF, California CVI 2008

**Chart# 1**  
**Percentage Share of CVI Inputs 2006**



Source: WESTAF, California CVI 2008

**Table# 4**  
**California CVI vs. United States 2007**

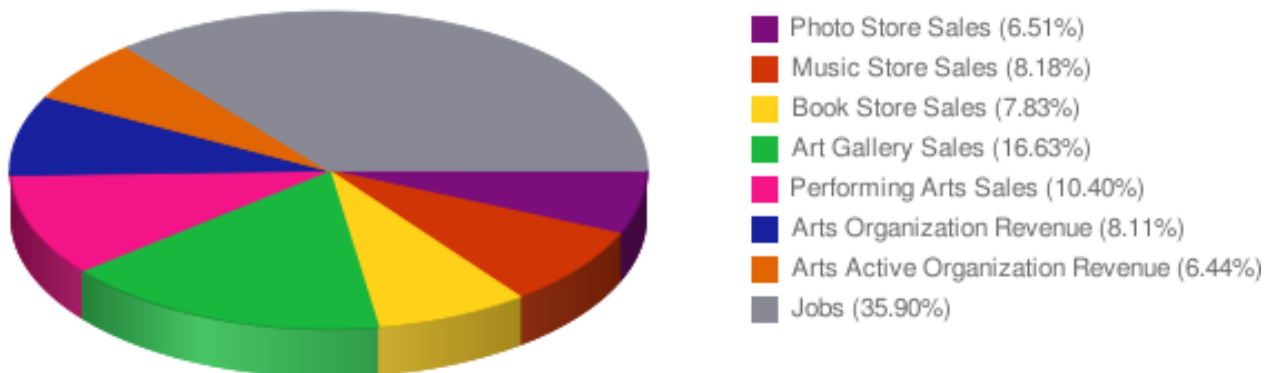
Region A: California

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2007</b>					
Population	36,553,215	301,621,157			
<b>Industry Data</b>					
Photography Store Sales	\$260,372,000	\$1,824,665,000	1.177	8%	0.094
Music Store Sales	\$617,429,000	\$3,439,717,000	1.481	8%	0.118
Book and Record Store Sales	\$1,722,729,000	\$10,068,675,000	1.412	8%	0.113
Art Gallery and Individual Artist Sales	\$12,167,650,000	\$33,443,706,000	3.002	8%	0.240
Performing Arts Participation	\$3,073,877,000	\$13,484,589,000	1.881	8%	0.150
<b>Non Profit Data</b>					
Arts Organization Revenue	\$1,957,356,379	\$13,758,446,825	1.174	10%	0.117
Arts-Active Organization Revenue	\$1,608,107,819	\$14,258,757,702	0.931	10%	0.093
<b>Occupation Data</b>					
Total Jobs	681,438	4,342,725	1.295	40%	0.518
<b>Total CVI : 1.443</b>					

Source: WESTAF, California CVI 2008

**Chart# 2**  
**Percentage Share of CVI Inputs 2007**



Source: WESTAF, California CVI 2008

**Table# 5**  
**2008 California CVI vs. The United States**

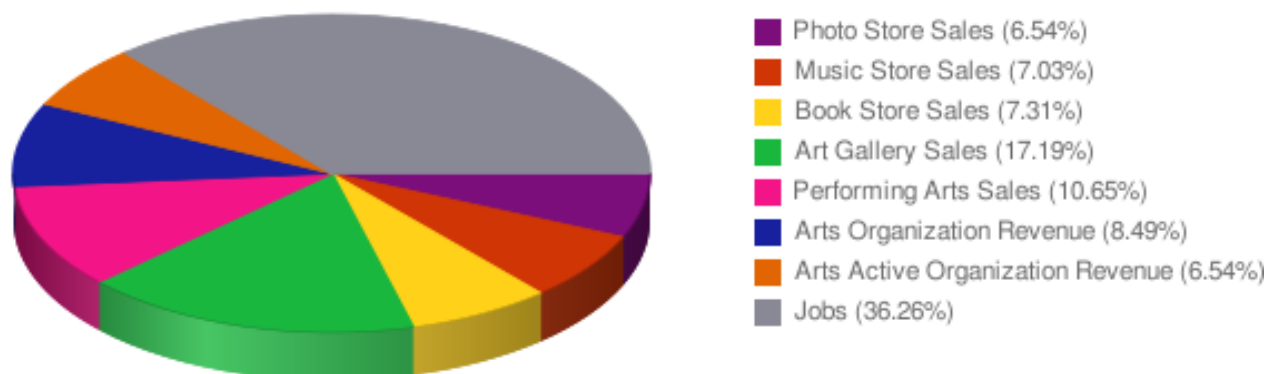
Region A: California

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2008</b>					
Population	36,756,666	304,059,724			
<b>Industry Data</b>					
Photography Store Sales	\$202,352,000	\$1,426,736,000	1.173	8%	0.094
Music Store Sales	\$468,436,000	\$3,064,022,000	1.265	8%	0.101
Book and Record Store Sales	\$1,376,356,000	\$8,640,277,000	1.318	8%	0.105
Art Gallery and Individual Artist Sales	\$12,739,583,000	\$34,129,019,000	3.088	8%	0.247
Performing Arts Participation	\$3,261,241,000	\$14,086,245,000	1.915	8%	0.153
<b>Non Profit Data</b>					
Arts Organization Revenue	\$2,132,377,462	\$14,520,426,857	1.215	10%	0.122
Arts-Active Organization Revenue	\$1,825,192,496	\$16,107,694,069	0.937	10%	0.094
<b>Occupation Data</b>					
Total Jobs	686,174	4,361,087	1.302	40%	0.521
<b>Total CVI : 1.437</b>					

Source: WESTAF

**Chart# 3**  
**Percentage Share of CVI Inputs 2008**



Source: WESTAF

### California Nonprofit Arts Organization Counts 2008

The State of California reported over 4,800 arts-related organizations within the 2008 database. Theater organizations showed the largest proportional share of art organizations followed by music organizations, singing and choral groups, dance organizations, and arts and culture groups not otherwise classified. Historical societies and Cultural/Ethical Awareness organizations made up the largest proportional share of the state's arts-active organizations.

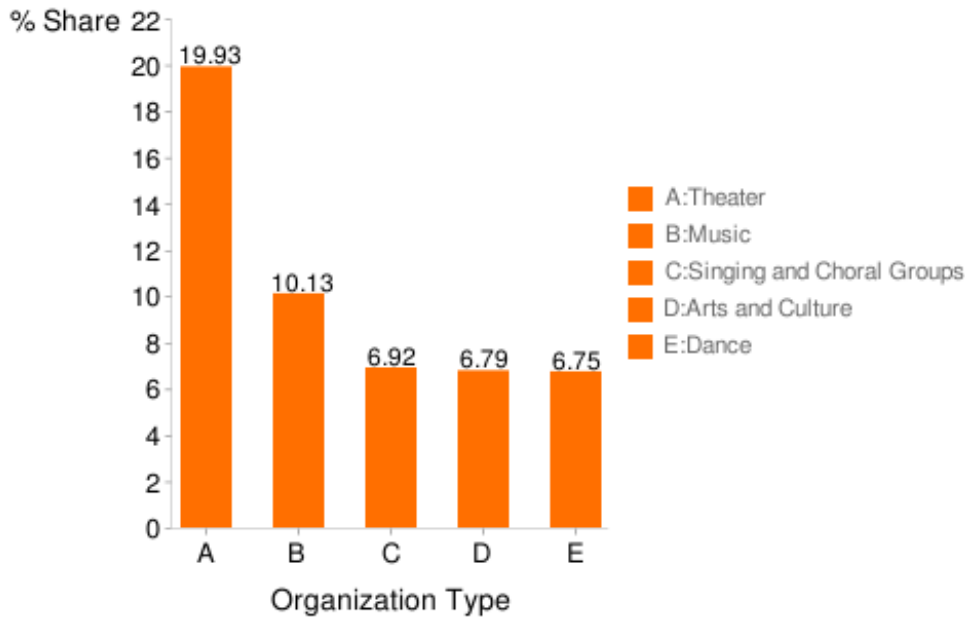
**Table# 6**  
**2008 Nonprofit Arts Related Organizations in California**

Regions : California

<b>Arts Organizations 2008</b>	<b>Number</b>	<b>Share</b>	<b>Arts-Active Organizations 2008</b>	<b>Number</b>	<b>Share</b>
Art Museums	69	2.84%	Other Arts & Culture Organizations	72	3.03%
Arts & Culture	165	6.79%	Fund Raising & Fund Distribution	94	3.95%
Arts & Humanities Councils & Agencies	89	3.66%	Management & Technical Assistance	12	0.50%
Arts Education	121	4.98%	Professional Societies & Associations	97	4.08%
Arts Services	23	0.95%	Single Organization Support	165	6.93%
Alliances & Advocacy	29	1.19%	Other Arts & Culture Support Organizations	49	2.06%
Ballet	83	3.42%	Children's Museums	26	1.09%
Bands & Ensembles	96	3.95%	Commemorative Events	30	1.26%
Dance	164	6.75%	Community Celebrations	11	0.46%
Film & Video	147	6.05%	Cultural/Ethnic Awareness	493	20.71%
Folk Arts	39	1.61%	Fairs	55	2.31%
Music	246	10.13%	Folk Arts Museums	19	0.80%
Opera	57	2.35%	Historical Organizations	180	7.56%
Performing Arts	100	4.12%	Historical Societies & Historic Preservation	249	10.46%
Performing Arts Centers	61	2.51%	History Museums	121	5.08%
Singing & Choral Groups	168	6.92%	Humanities	141	5.92%
Symphony Orchestras	150	6.18%	Media & Communications	98	4.12%
Theater	484	19.93%	Museums	129	5.42%
Visual Arts	138	5.68%	Natural History & Natural Science Museums	16	0.67%
	0	0.00%	Performing Arts School	100	4.20%
	0	0.00%	Printing & Publishing	97	4.08%
	0	0.00%	Radio	30	1.26%
	0	0.00%	Research Institutes & Public Policy Analysis	15	0.63%
	0	0.00%	Science & Technology Museums	12	0.50%
	0	0.00%	Television	69	2.90%
<b>Totals</b>	<b>2,429</b>	<b>100%</b>	<b>Totals</b>	<b>2,380</b>	<b>100%</b>

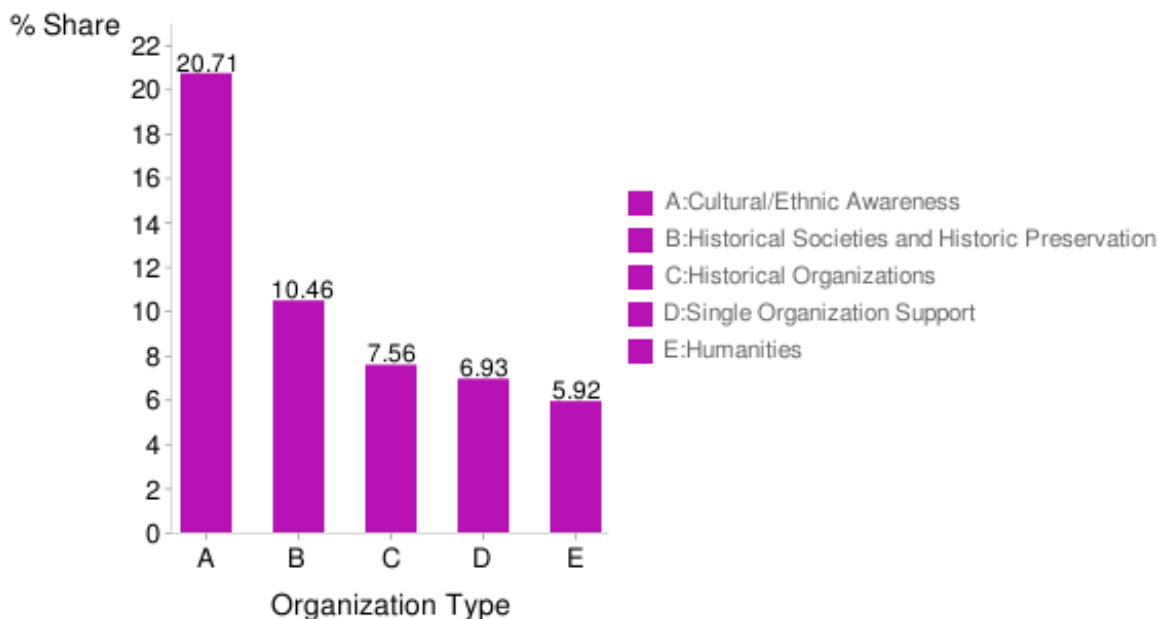
Source: National Center for Charitable Statistics, Core PC Data Base for Arts, Cultural and Humanities Organizations, California CVI 2008

**Chart# 4**  
**Top 5 Arts Organizations by %Share 2008**



Source: National Center for Charitable Statistics, Core PC Data Base for Arts, Cultural and Humanities Organizations, California CVI 2008

**Chart# 5**  
**Top Five Arts-Active Organizations by %Share 2008**



Source: National Center for Charitable Statistics, Core PC Data Base for Arts, Cultural and Humanities Organizations, California CVI 2008

### 2008 California Arts Organization Income by Region

Arts organizations are generally qualified within the CVI as organizations with a primary mission in presenting or serving mediums that are traditionally categorized as "the arts." These types of organizations include the traditionally subsidized arts such as visual arts museums, the symphony, the opera, the ballet and the theater. Within the 2008 database, \$2.13 billion in revenues were reported for nonprofit arts organizations. As shown in Chart #8, the greatest proportion of these revenues came from Program Revenues and Contributions in 2008. The region with the highest revenues for this category was Los Angeles County, with \$829 million in total revenue. Organization revenues measured within this study can be affected by the number of organizations reporting from



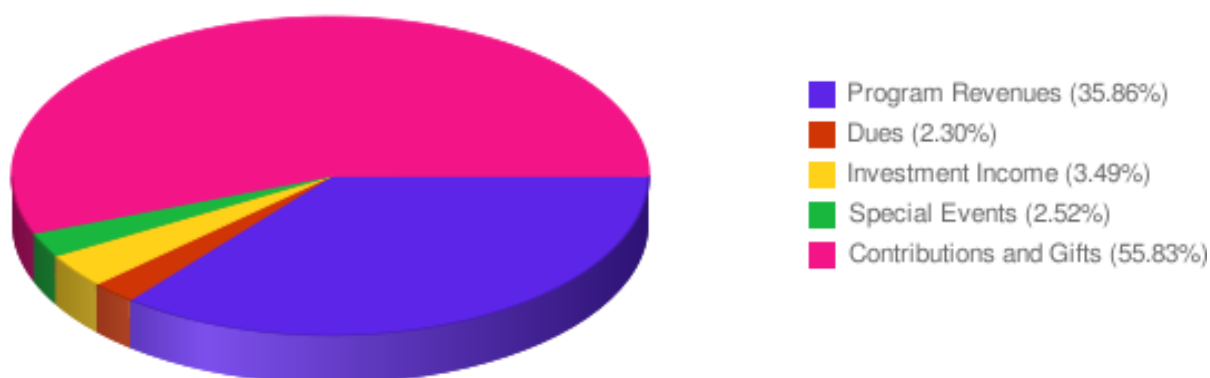
year to year, categorization and general reporting errors as submitted by individual agencies, disbursements of federal grants, and individual organization fundraising efforts, such as capital campaigns. Generally, these fluctuations occur throughout nonprofit revenue measurements across the nation as reported in this study. Due to this, the annual index values provide a more informative indicator of nonprofit organization health, rather than the total revenue figures. However, revenue figures as aggregated within this study provide a substantive approximation of dollar amounts going to nonprofit arts organizations within a reporting period.

**Table# 7**  
**2008 Arts Organizations Revenues for California by Region (Summary)**

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
CA Bay Area	\$241,133,826	\$23,489,605	\$16,928,362	\$375,408,764	\$15,446,195	\$672,406,752
CA Central Coast	\$26,297,021	\$7,205,783	\$8,930,421	\$61,462,317	\$2,182,425	\$106,077,967
CA Central Sierra	\$2,902,330	\$33,343	\$450,761	\$1,459,608	\$42,488	\$4,888,530
CA Central Valley	\$11,850,259	\$1,924,177	\$3,001,201	\$24,359,467	\$822,787	\$41,957,891
CA Greater Sacramento	\$24,795,636	\$1,132,440	\$2,016,904	\$37,555,329	\$1,756,431	\$67,256,740
CA Inland Empire	\$25,690,846	\$1,061,082	\$3,199,562	\$22,509,967	\$721,493	\$53,182,950
CA Inland Northern	\$2,659,071	\$62,631	\$628,838	\$5,282,493	\$358,272	\$8,991,305
CA North Coast	\$2,343,314	\$108,925	\$856,720	\$3,118,395	\$173,380	\$6,600,734
CA South Coast	\$137,955,303	\$22,740,266	\$13,531,487	\$158,480,931	\$9,223,664	\$341,931,651
Los Angeles	\$318,592,877	\$33,994,723	\$28,676,418	\$432,806,666	\$15,012,258	\$829,082,942
<b>Totals</b>	<b>\$794,220,483</b>	<b>\$91,752,975</b>	<b>\$78,220,674</b>	<b>\$1,122,443,937</b>	<b>\$45,739,393</b>	<b>\$2,132,377,462</b>

Source: National Center for Charitable Statistics, Core PC Data Base for Arts, Cultural and Humanities Organizations, California CVI 2008

**Chart# 6**  
**Nonprofit Arts Organizations Income 2008**



Source: National Center for Charitable Statistics, Core PC Data Base for Arts, Cultural and Humanities Org, California CVI 2008

Table# 8

**2008 Arts Organizations Revenues for California, Indexes by Region (Summary)**

Region	Total Revenues	Per Capita	Index
CA Bay Area	\$672,406,752	95.42	2.00
CA Central Coast	\$106,077,967	49.81	1.04
CA Central Sierra	\$4,888,530	32.28	0.68
CA Central Valley	\$41,957,891	10.71	0.22
CA Greater Sacramento	\$67,256,740	31.31	0.66
CA Inland Empire	\$53,182,950	12.43	0.26
CA Inland Northern	\$8,991,305	9.32	0.20
CA North Coast	\$6,600,734	27.02	0.57
CA South Coast	\$341,931,651	56.88	1.19
Los Angeles	\$829,082,942	84.07	1.76
<b>Totals</b>	<b>\$2,132,377,462</b>	<b>58.01</b>	<b>1.22</b>

Source: National Center for Charitable Statistics, Core PC Data Base for Arts, Cultural and Humanities Org,  
California CVI 2008

**2008 Arts-Active Organization Income by Region**

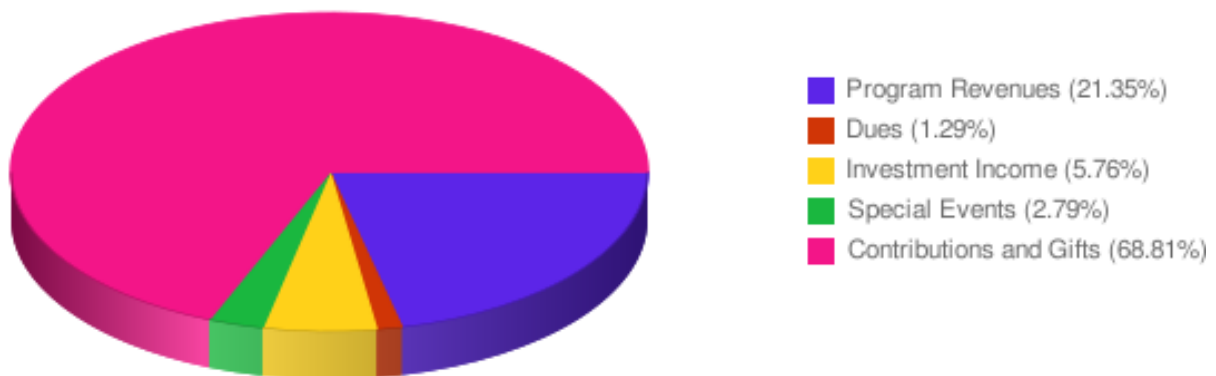
Arts-active organizations are generally qualified within the CVI as organizations that do not have primary missions related to serving or presenting the arts, but do conduct a number of activities that can be considered "arts-based." For example, within any history museum, there is a significant amount of arts activities associated with exhibit design. Additionally, there are inherently close ties between humanities, culture and the arts. Within the 2008 database, \$1.83 billion in revenues were reported for nonprofit arts-active organizations. As shown in Table #9, the greatest proportion of these revenues came from contributions, gifts and grants. Organization revenues being measured within this study can be affected by the number of organizations reporting from year to year, categorization and general reporting errors as submitted by individual agencies, disbursements of federal grants, and individual organization fundraising efforts, such as capital campaigns. Generally, these fluctuations are occurring throughout nonprofit revenue measurements across the nation as reported in this study. Due to this, the annual index values provide a more informative indicator of nonprofit organization health, instead of the total revenue figures. Though, revenue figures as aggregated within this study provide a substantive approximation of dollar amounts going to nonprofit arts organizations within a reporting period.

**Table# 9**  
**California Arts-Active Organization Income, 2008 (Summary)**

Region	Program Revenues	Investment Income	Special Events	Contributions, Gifts & Grants	Membership Dues	Total Revenues
CA Bay Area	\$164,097,492	\$44,233,634	\$21,481,170	\$528,900,226	\$9,897,902	\$768,610,424
CA Central Coast	\$14,260,068	\$3,652,303	\$4,988,984	\$46,973,523	\$2,033,291	\$71,908,169
CA Central Sierra	\$338,068	\$115,114	\$168,704	\$1,269,398	\$79,400	\$1,970,684
CA Central Valley	\$4,727,532	\$1,477,178	\$4,670,690	\$25,861,156	\$1,728,825	\$38,465,381
CA Greater Sacramento	\$12,959,477	\$1,502,701	\$4,720,905	\$108,138,365	\$1,391,575	\$128,713,023
CA Inland Empire	\$6,554,164	\$1,890,879	\$5,486,270	\$22,539,968	\$1,768,137	\$38,239,418
CA Inland Northern	\$3,480,521	\$833,352	\$895,260	\$10,110,886	\$1,159,660	\$16,479,679
CA North Coast	\$3,195,906	\$414,139	\$432,743	\$32,360,170	\$675,108	\$37,078,066
CA South Coast	\$56,136,765	\$6,946,947	\$7,454,155	\$105,972,931	\$6,841,950	\$183,352,748
Los Angeles	\$109,105,884	\$37,533,540	\$25,520,864	\$356,046,974	\$12,167,642	\$540,374,904
<b>Totals</b>	<b>\$374,855,877</b>	<b>\$98,599,787</b>	<b>\$75,819,745</b>	<b>\$1,238,173,597</b>	<b>\$37,743,490</b>	<b>\$1,825,192,496</b>

Source: National Center for Charitable Statistics, Core PC Data Base for Arts, Cultural and Humanities Organizations, California CVI 2008

**Chart# 7**  
**Nonprofit Arts-Active Organizations Income 2008**



Source: National Center for Charitable Statistics, Core PC Data Base for Arts, Cultural and Humanities Org, California CVI 2008

**Table# 10**  
**California Arts-Active Organization Index, 2008 (Summary)**

Region	Total Revenues	Per Capita	Index
CA Bay Area	\$768,610,424	109.07	2.06
CA Central Coast	\$71,908,169	33.76	0.64
CA Central Sierra	\$1,970,684	13.01	0.25
CA Central Valley	\$38,465,381	9.82	0.19
CA Greater Sacramento	\$128,713,023	59.92	1.13
CA Inland Empire	\$38,239,418	8.93	0.17
CA Inland Northern	\$16,479,679	17.08	0.32
CA North Coast	\$37,078,066	151.76	2.87
CA South Coast	\$183,352,748	30.50	0.58
Los Angeles	\$540,374,904	54.79	1.03
<b>Totals</b>	<b>\$1,825,192,496</b>	<b>49.66</b>	<b>0.94</b>

Source: National Center for Charitable Statistics, Core PC Data Base for Arts, Cultural and Humanities Org,  
California CVI 2008

#### **2008 California Photography Store Sales by Region**

This category comprises establishments primarily engaged in either retailing new cameras, photographic equipment, and photographic supplies or retailing new cameras and photographic equipment in combination with activities, such as repair services and film developing (US Census Bureau). Table #11 summarizes sales for these types of businesses by region. Total sales for all regions examined for the year 2008 were \$202 million. The region with the highest sales figures for this particular category was Los Angeles County with \$95.2 million. Per capita sales were highest within Los Angeles with an index value of 2.06. The total index value for all regions examined in Table #11 was 1.17, indicating per capita sales within this category of the CVI to be higher than the national per capita average.

Table# 11

**California Photography Store Sales by Region, 2008 (Summary)**

Region	Photography Store Sales	Per Capita	Index
CA Bay Area	\$46,223,000	6.56	1.40
CA Central Coast	\$14,060,000	6.60	1.41
CA Central Sierra	\$163,000	1.08	0.23
CA Central Valley	\$4,237,000	1.08	0.23
CA Greater Sacramento	\$5,197,000	2.42	0.52
CA Inland Empire	\$5,121,000	1.20	0.26
CA Inland Northern	\$1,496,000	1.55	0.33
CA North Coast	\$1,214,000	4.97	1.06
CA South Coast	\$29,344,000	4.88	1.04
Los Angeles	\$95,297,000	9.66	2.06
<b>Totals</b>	<b>\$202,352,000</b>	<b>5.51</b>	<b>1.17</b>

Source: Economic Modeling Specialist, Inc., California CVI 2008

**2008 California Musical Instrument Sales by Region**

This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies, or retailing new products in combination with musical instrument repair, rental, or music instruction (US Census). Table #12 summarizes sales within these types of businesses by region. Total sales for all regions being examined for the year 2008 was \$468 million. The region with the highest sales figures for this particular category was Los Angeles with \$226 million. Per capita sales were also highest within the Los Angeles region with an index value of 2.28. The total Index value for all regions examined in Table #12 was 1.27, indicating per capita sales within this category of the CVI to be higher than the national per capita average.

Table# 12

**California Musical Instrument Store Sales by Region, 2008 (Summary)**

Region	Music Store Sales	Per Capita	Index
CA Bay Area	\$92,905,000	13.18	1.31
CA Central Coast	\$18,982,000	8.91	0.88
CA Central Sierra	\$634,000	4.19	0.42
CA Central Valley	\$19,718,000	5.03	0.50
CA Greater Sacramento	\$18,872,000	8.79	0.87
CA Inland Empire	\$16,868,000	3.94	0.39
CA Inland Northern	\$4,909,000	5.09	0.51
CA North Coast	\$1,748,000	7.15	0.71
CA South Coast	\$67,682,000	11.26	1.12
Los Angeles	\$226,118,000	22.93	2.28
<b>Totals</b>	<b>\$468,436,000</b>	<b>12.74</b>	<b>1.27</b>

Source: Economic Modeling Specialist, Inc., California CVI 2008

### 2008 California Book and Record Store Sales by Region

This CVI category comprises establishments primarily engaged in retailing new books as well as establishments primarily engaged in retailing new prerecorded audio and video tapes, CDs and records. Table #13 summarizes sales within these types of businesses by region. Total sales for all regions being examined for the year 2008 was \$1.38 billion. The region with the highest sales figures for this particular category was Los Angeles with \$527 million. Per capita sales were highest within the North Coast region with an index value of 2.10. The total index value for all regions examined in Table #13 was 1.32, indicating per capita sales within this category of the CVI to be higher than the national per capita average.

**Table# 13**  
**California Book and Record Store Sales by Region, 2008 (Summary)**

Region	Bookstore and Record Store Sales	Per Capita	Index
CA Bay Area	\$341,623,000	48.48	1.71
CA Central Coast	\$78,562,000	36.89	1.30
CA Central Sierra	\$3,450,000	22.78	0.80
CA Central Valley	\$48,927,000	12.49	0.44
CA Greater Sacramento	\$53,693,000	25.00	0.88
CA Inland Empire	\$81,247,000	18.98	0.67
CA Inland Northern	\$16,195,000	16.78	0.59
CA North Coast	\$14,569,000	59.63	2.10
CA South Coast	\$210,689,000	35.05	1.23
Los Angeles	\$527,401,000	53.48	1.88
<b>Totals</b>	<b>\$1,376,356,000</b>	<b>37.45</b>	<b>1.32</b>

Source: Economic Modeling Specialist, Inc., California CVI 2008

### 2008 California CVI Art Gallery/Dealer Revenues by Region

This category includes establishments primarily engaged in retailing original and limited edition art works (US Census Bureau). Table #14 summarizes sales within these types of businesses by region. Total sales for all regions being examined for the year 2008 were \$689 million. The region with the highest sales figures for this particular category was Los Angeles with \$244 million. Per capita sales were highest within the Bay Area with an index value of 2.16. The total index value for all regions examined in Table #14 was 1.32, indicating per capita sales within this category of the CVI to be higher than the national per capita average.

**Table# 14**  
**California Art Gallery Sales by Region, 2008 (Summary)**

Region	Art dealers	Per Capita	Index
CA Bay Area	\$216,660,000	30.75	2.16
CA Central Coast	\$63,927,000	30.02	2.11
CA Central Sierra	\$1,867,000	12.33	0.87
CA Central Valley	\$9,242,000	2.36	0.17
CA Greater Sacramento	\$23,652,000	11.01	0.77
CA Inland Empire	\$25,943,000	6.06	0.43
CA Inland Northern	\$5,973,000	6.19	0.44
CA North Coast	\$4,177,000	17.10	1.20
CA South Coast	\$93,121,000	15.49	1.09
Los Angeles	\$244,764,000	24.82	1.74
<b>Totals</b>	<b>\$689,326,000</b>	<b>18.75</b>	<b>1.32</b>

Source: Economic Modeling Specialist, Inc., California CVI 2008

#### **2008 California Individual Artist, Writer and Performer Revenues by Region**

This category includes independent (i.e., freelance) individuals primarily engaged in performing in artistic productions, creating artistic and cultural works or productions, or providing technical expertise necessary for these productions (US Census Bureau). Table #15 summarizes sales within these types of businesses by region. Total revenues for all regions being examined for the year 2008 was \$12.1 billion. The region with the highest sales figures for this particular category was Los Angeles with \$9.63 billion. Per capita revenues were also highest within Los Angeles with an index value of 9.97. The total index value for all regions examined in Table #15 was 3.35, indicating per capita revenues within this category of the CVI to be much higher than the national per capita average.

**Table# 15**  
**California Independent Artist Revenues by Region, 2008 (Summary)**

Region	Independent artists, writers, and performers	Per Capita	Index
CA Bay Area	\$1,059,523,000	150.36	1.53
CA Central Coast	\$305,057,000	143.23	1.46
CA Central Sierra	\$11,210,000	74.03	0.76
CA Central Valley	\$70,926,000	18.10	0.19
CA Greater Sacramento	\$97,613,000	45.44	0.46
CA Inland Empire	\$153,403,000	35.84	0.37
CA Inland Northern	\$43,576,000	45.16	0.46
CA North Coast	\$23,515,000	96.25	0.98
CA South Coast	\$650,996,000	108.29	1.11
Los Angeles	\$9,634,438,000	976.92	9.97
<b>Totals</b>	<b>\$12,050,257,000</b>	<b>327.84</b>	<b>3.35</b>

Source: Economic Modeling Specialist, Inc., California CVI 2008

## 2008 California Performing Arts Participation by Region

This category includes theater companies and dinner theaters, musical groups and artists, and other performing arts companies primarily engaged in producing live theatrical productions. Table #16 summarizes sales within these types of businesses by region. Total sales for all regions being examined for the year 2008 was \$3.26 billion. The region with the highest sales figures for this particular category was Los Angeles with \$2.26. Per capita sales were highest within Los Angeles with an index value of 4.95. The total index value for all regions examined in Table #16 was 1.92, indicating per capita sales within this category of the CVI to be higher than the national per capita average.

**Table# 16**  
**California Performing Arts Revenues by Region, 2008 (Summary)**

Region	Performing Arts Participation	Per Capita	Index
CA Bay Area	\$501,188,000	71.12	1.54
CA Central Coast	\$66,402,000	31.18	0.67
CA Central Sierra	\$4,050,000	26.74	0.58
CA Central Valley	\$27,465,000	7.01	0.15
CA Greater Sacramento	\$35,886,000	16.71	0.36
CA Inland Empire	\$52,125,000	12.18	0.26
CA Inland Northern	\$5,483,000	5.68	0.12
CA North Coast	\$2,699,000	11.05	0.24
CA South Coast	\$306,105,000	50.92	1.10
Los Angeles	\$2,259,838,000	229.14	4.95
<b>Totals</b>	<b>\$3,261,241,000</b>	<b>88.73</b>	<b>1.92</b>

Source: Economic Modeling Specialist, Inc., California CVI 2008

## The Occupational Index

The Occupational Index of the Arts measures the level of creative occupations per capita in a given geographic area compared with national per capita occupational employment. The CVI™ measures 36 selected occupational categories that are highly correlated with measured skill sets in thinking creatively, originality and fine arts knowledge as measured by the Employment and Training Administration's "O\*NET" occupational network database. Given this meticulous selection of occupations, the CVI™ presents an extremely justifiable report on creative economy employment.

Table #17 shows the overall creative employment figures for California by region from 2006 through 2008. During this time period, California added almost 26,000 full-time and part-time jobs within the highly creative 36 employment categories included within the CVI. This is a job growth rate of nearly 4% over these three years. While the majority of this growth took place between 2006 and 2007, the California economy still added 4,000 creative jobs in 2008 despite unfavorable economic conditions.

During this time period, the Bay Area added the greatest number of creative jobs--nearly 10,500. The Central Sierra region showed the greatest percentage increase, growing at a rate of nearly 28% between 2006 and 2008. Only the Inland Northern region and the North Coast Region lost jobs during this time period.

Tables #18 and #19 show the detailed jobs by occupation for the state. The tables indicate which occupations have shown the greatest amount of movement between 2006 and 2008. These detailed employment tables are also included within the report for each individual region studied.

Tables are also included for the state, and for each region for the Location Quotients (LQs) for each individual occupation included within the CVI. LQs, are essentially the "index value" for each individual occupation, measuring



whether or not there is a per capita concentration of an occupation within the study area. LQs are given for both the state and the nation, showing the relative concentration of employment for an area when compared with the state and nation. The national standard LQ is "1.00." The strengths and weaknesses of occupational employment categories as measured by the LQ can provide important information about industry prevalence within a region's creative sector.

The most distinguished feature of the employment data in California is the prevalence of occupations related to the commercial and film industries. LQs show extremely high concentrations of these occupations including: film and video editors, actors, media and communication equipment workers, sound engineering technicians and camera operators. These high concentrations correlate to participation data within the CVI that shows high index values for independent artists, writers and performers and for performing arts participation, which includes revenues for working musicians. The combination of these data points show that the commercial film and music industries within California are significant contributors to the California economy and comprise a prime mover in the creative vitality of California.

It is important to note that in low population areas, there can be large percentage shifts for certain occupations that might not translate into significant changes. Also, certain occupations which have large numbers of part-time participants may have numbers that seem excessive in relation to the population. The most important example here is the photographer occupation, which shows very high employment levels, but it is mainly comprised of freelance and part-time practitioners. In these instances, it is beneficial to focus on the LQ of the occupation, rather than the number of jobs or the percentage change.

**Table# 17**  
**California Jobs by Region, 2006 to 2008 (Summary)**

<b>County</b>	<b>2006 Jobs</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>#Change</b>	<b>%Change</b>	<b>2006 Index</b>	<b>2007 Index</b>	<b>2008 Index</b>
CA Bay Area	151,376	156,614	161,831	10,455	6.91%	1.53	1.56	1.60
CA Central Coast	34,259	35,384	34,497	238	0.69%	1.13	1.16	1.13
CA Central Sierra	2,084	2,137	2,666	582	27.93%	0.95	0.98	1.23
CA Central Valley	23,668	24,354	24,703	1,035	4.37%	0.43	0.44	0.44
CA Greater Sacramento	28,802	29,312	29,205	403	1.40%	0.95	0.96	0.95
CA Inland Empire	29,339	30,001	31,031	1,692	5.77%	0.49	0.49	0.51
CA Inland Northern	10,057	10,286	9,747	-310	-3.08%	0.73	0.74	0.70
CA North Coast	3,796	3,944	3,680	-116	-3.06%	1.08	1.12	1.05
CA South Coast	105,022	107,864	109,984	4,962	4.72%	1.23	1.25	1.28
Los Angeles	271,854	281,542	278,830	6,976	2.57%	1.91	1.98	1.97
<b>Totals</b>	<b>660,257</b>	<b>681,438</b>	<b>686,174</b>	<b>25,917</b>	<b>3.93%</b>	<b>1.27</b>	<b>1.30</b>	<b>1.30</b>

Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Table# 18**  
**California Jobs by Occupation, 2006 to 2008**

Regions : California

<b>Occupation Type</b>	<b>2006 Jobs</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>%Change</b>
Actors	27,290	27,684	25,580	-6.27
Advertising and Promotions Managers	7,020	7,045	6,911	-1.55
Agents and Business Managers of Artists, Performers, and Athletes	9,057	9,920	9,533	5.26
Architects, Except Landscape and Naval	18,094	18,620	18,464	2.04
Art Directors	22,464	23,595	23,621	5.15
Audio and Video Equipment Technicians	7,293	7,344	9,768	33.94
Broadcast Technicians	5,017	5,052	4,833	-3.67
Camera Operators, Television, Video, and Motion Picture	7,021	7,008	6,929	-1.31
Choreographers	4,128	4,373	3,802	-7.90
Commercial and Industrial Designers	11,312	11,576	10,985	-2.89
Dancers	3,390	3,550	3,053	-9.94
Directors, Religious Activities	11,029	11,011	11,566	4.87
Editors	19,867	20,308	20,287	2.11
Fashion Designers	11,014	11,291	11,137	1.12
Film and Video Editors	8,858	8,830	9,285	4.82
Fine Artists including Painters, Sculptors, and Illustrators	16,015	16,976	16,809	4.96
Floral Designers	12,529	12,538	11,977	-4.41
Graphic Designers	36,965	37,657	39,364	6.49
Interior Designers	12,875	13,138	14,033	8.99
Landscape Architects	10,861	11,007	9,823	-9.56
Librarians	11,721	12,024	11,745	0.20
Media and Communication Equipment Workers, All Other	6,394	6,485	7,018	9.76
Media and Communication Workers, All Other	19,934	20,458	22,027	10.50
Multi-Media Artists and Animators	24,292	25,758	26,577	9.41
Music Directors and Composers	27,025	28,596	28,347	4.89
Musical Instrument Repairers and Tuners	1,704	1,775	1,575	-7.57
Musicians and Singers	37,181	38,778	38,394	3.26
Photographers	114,449	117,468	117,656	2.80
Producers and Directors	29,318	29,961	31,546	7.60
Public Relations Managers	6,287	6,453	6,977	10.98
Public Relations Specialists	32,985	33,632	35,313	7.06
Radio and Television Announcers	6,119	6,124	5,669	-7.35
Set and Exhibit Designers	8,774	9,023	8,961	2.13
Sound Engineering Technicians	4,969	5,707	6,021	21.17
Technical Writers	8,753	9,034	8,929	2.01
Writers and Authors	58,253	61,639	61,659	5.85
<b>Total</b>	<b>660,257</b>	<b>681,438</b>	<b>686,174</b>	<b>3.93</b>

Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

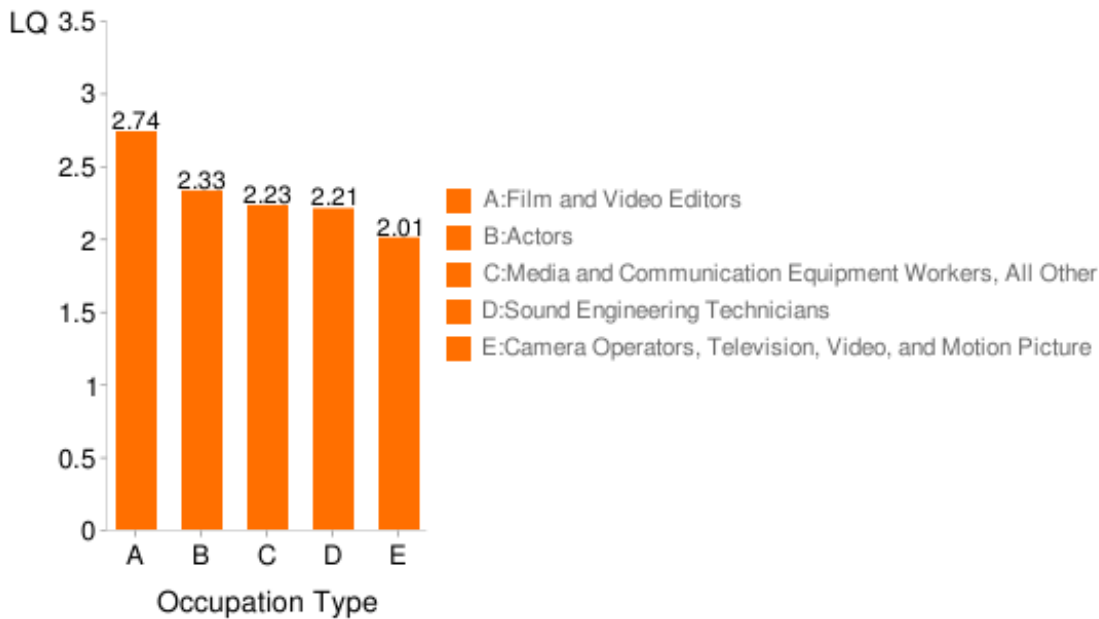
**Table# 19**  
**Location Quotients, California 2006-2008**

Regions : California

Occupation Type	2007 National LQ	2008 National LQ
Actors	2.33	2.18
Advertising and Promotions Managers	1.10	1.09
Agents and Business Managers of Artists,Performers, and Athletes	1.65	1.58
Architects, Except Landscape and Naval	1.03	1.02
Art Directors	1.50	1.49
Audio and Video Equipment Technicians	1.30	1.58
Broadcast Technicians	1.05	1.03
Camera Operators, Television, Video, and Motion Picture	2.01	2.06
Choreographers	1.48	1.38
Commercial and Industrial Designers	1.24	1.20
Dancers	1.32	1.20
Directors, Religious Activities	0.73	0.75
Editors	1.05	1.03
Fashion Designers	1.57	1.54
Film and Video Editors	2.74	2.78
Fine Artists including Painters, Sculptors, and Illustrators	1.35	1.36
Floral Designers	1.03	1.01
Graphic Designers	1.21	1.23
Interior Designers	1.13	1.21
Landscape Architects	1.45	1.37
Librarians	0.60	0.58
Media and Communication Equipment Workers, All Other	2.23	2.36
Media and Communication Workers, All Other	1.33	1.46
Multi-Media Artists and Animators	1.71	1.74
Music Directors and Composers	1.30	1.29
Musical Instrument Repairers and Tuners	0.88	0.81
Musicians and Singers	1.24	1.24
Photographers	1.34	1.37
Producers and Directors	1.96	1.99
Public Relations Managers	0.93	0.92
Public Relations Specialists	0.99	0.99
Radio and Television Announcers	0.93	0.91
Set and Exhibit Designers	1.45	1.45
Sound Engineering Technicians	2.21	2.21
Technical Writers	1.25	1.23
Writers and Authors	1.40	1.40

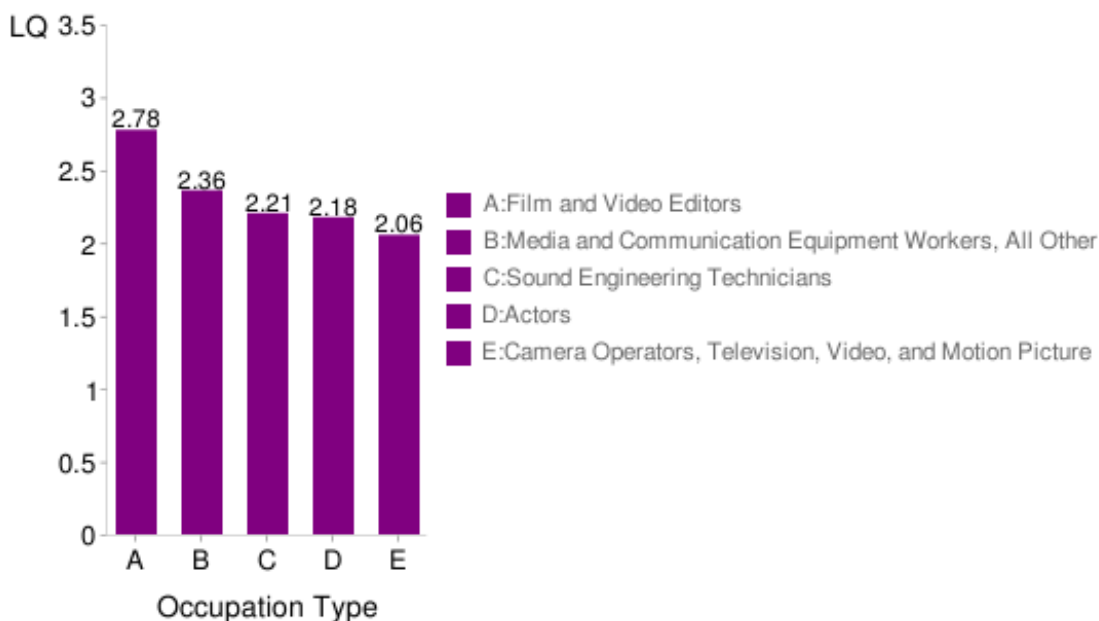
Source: Economic Modeling Specialist, Inc. Complete Employment

**Chart# 8**  
**Top Location Quotients 2007 and 2008 Respectively**



Source: Economic Modeling Specialist, Inc. Complete Employment

**Chart# 9**



Source: Economic Modeling Specialist, Inc. Complete Employment

### **Bay Area CVI Summary and Occupational Details**

Bay Area CVI summary data shows that the region performs favorably when compared to the United States in all categories. Every measurement surpasses the 1.00 national baseline. The overall CVI value measured for the Bay Area in 2008 was 1.65. The Bay Area displays its greatest strengths within nonprofit data with both arts organization and arts-active organization index values near 2.00--100% greater than the national average.

Detailed occupational data also reveal over 161,831 creative occupations in the Bay Area, growing 6.91% between 2006 and 2008. Highly concentrated occupational employment was measured among technical writers, multi-media

artists and animators, and landscape architects.

**Table# 20**  
**2008 Bay Area CVI vs. The United States**

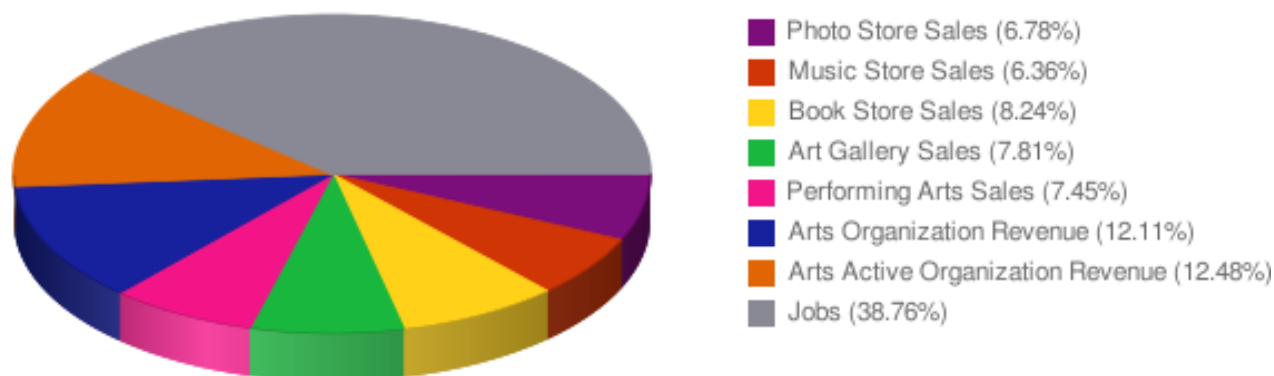
Region A: Marin, Contra Costa, Alameda, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2008</b>					
Population	7,046,719	304,059,724			
<b>Industry Data</b>					
Photography Store Sales	\$46,223,000	\$1,426,736,000	1.398	8%	0.112
Music Store Sales	\$92,905,000	\$3,064,022,000	1.308	8%	0.105
Book and Record Store Sales	\$341,623,000	\$8,640,277,000	1.706	8%	0.136
Art Gallery and Individual Artist Sales	\$1,276,183,000	\$34,129,019,000	1.613	8%	0.129
Performing Arts Participation	\$501,188,000	\$14,086,245,000	1.535	8%	0.123
<b>Non Profit Data</b>					
Arts Organization Revenue	\$672,406,752	\$14,520,426,857	1.998	10%	0.200
Arts-Active Organization Revenue	\$768,610,424	\$16,107,694,069	2.059	10%	0.206
<b>Occupation Data</b>					
Total Jobs	161,831	4,361,087	1.601	40%	0.640
<b>Total CVI : 1.651</b>					

Source: WESTAF, California CVI 2008

**Chart# 10**  
**Percentage Share of CVI Inputs 2008**



Source: WESTAF, California CVI 2008

**Table# 21**  
**CA Bay Area Jobs by Occupation, 2006 to 2008**

Regions : Marin, Contra Costa, Alameda, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma

<b>Occupation Type</b>	<b>2006 Jobs</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>%Change</b>
Actors	3,811	3,873	3,406	-10.63
Advertising and Promotions Managers	1,659	1,697	1,703	2.65
Agents and Business Managers of Artists,Performers, and Athletes	1,483	1,570	1,584	6.81
Architects, Except Landscape and Naval	5,172	5,329	5,345	3.34
Art Directors	5,170	5,455	5,761	11.43
Audio and Video Equipment Technicians	1,567	1,609	1,937	23.61
Broadcast Technicians	756	762	744	-1.59
Camera Operators, Television, Video, and Motion Picture	968	990	945	-2.38
Choreographers	1,171	1,218	955	-18.45
Commercial and Industrial Designers	3,277	3,375	3,567	8.85
Dancers	763	795	756	-0.92
Directors, Religious Activities	2,046	2,043	2,134	4.30
Editors	5,201	5,352	5,648	8.59
Fashion Designers	2,381	2,444	2,460	3.32
Film and Video Editors	829	846	1,103	33.05
Fine Artists including Painters, Sculptors, and Illustrators	3,424	3,633	3,626	5.90
Floral Designers	3,024	3,062	2,967	-1.88
Graphic Designers	9,022	9,306	10,149	12.49
Interior Designers	3,023	3,117	3,317	9.73
Landscape Architects	3,202	3,250	3,268	2.06
Librarians	3,246	3,355	3,215	-0.96
Media and Communication Equipment Workers, All Other	924	925	1,015	9.85
Media and Communication Workers, All Other	5,329	5,477	5,403	1.39
Multi-Media Artists and Animators	5,078	5,415	6,207	22.23
Music Directors and Composers	5,735	6,068	6,287	9.63
Musical Instrument Repairers and Tuners	272	277	254	-6.62
Musicians and Singers	7,802	8,136	8,432	8.07
Photographers	30,162	30,829	31,270	3.67
Producers and Directors	3,548	3,681	3,919	10.46
Public Relations Managers	2,051	2,136	2,299	12.09
Public Relations Specialists	9,629	9,977	10,833	12.50
Radio and Television Announcers	1,078	1,061	1,067	-1.02
Set and Exhibit Designers	2,199	2,257	2,237	1.73
Sound Engineering Technicians	604	627	901	49.17
Technical Writers	3,076	3,211	3,216	4.55
Writers and Authors	12,694	13,456	13,901	9.51
<b>Total</b>	<b>151,376</b>	<b>156,614</b>	<b>161,831</b>	<b>6.91</b>

Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Table# 22**  
**CA Bay Area Jobs by Location Quotient**

Regions : Marin, Contra Costa, Alameda, Napa, San Francisco, San Mateo, Santa Clara, Solano, Sonoma

Occupation Type	2007 State LQ	2008 State LQ	2007 National LQ	2008 National LQ
Actors	0.73	0.69	1.71	1.51
Advertising and Promotions Managers	1.27	1.29	1.39	1.40
Agents and Business Managers of Artists, Performers, and Athletes	0.83	0.87	1.37	1.37
Architects, Except Landscape and Naval	1.50	1.51	1.55	1.54
Art Directors	1.21	1.27	1.83	1.90
Audio and Video Equipment Technicians	1.15	1.03	1.50	1.63
Broadcast Technicians	0.79	0.80	0.83	0.83
Camera Operators, Television, Video, and Motion Picture	0.74	0.71	1.49	1.46
Choreographers	1.46	1.31	2.16	1.80
Commercial and Industrial Designers	1.53	1.69	1.89	2.04
Dancers	1.18	1.29	1.56	1.55
Directors, Religious Activities	0.97	0.96	0.71	0.72
Editors	1.38	1.45	1.46	1.50
Fashion Designers	1.14	1.15	1.78	1.78
Film and Video Editors	0.50	0.62	1.38	1.72
Fine Artists including Painters, Sculptors, and Illustrators	1.12	1.13	1.52	1.53
Floral Designers	1.28	1.29	1.32	1.30
Graphic Designers	1.30	1.34	1.57	1.66
Interior Designers	1.25	1.23	1.41	1.49
Landscape Architects	1.55	1.74	2.24	2.38
Librarians	1.47	1.43	0.88	0.83
Media and Communication Equipment Workers, All Other	0.75	0.75	1.67	1.78
Media and Communication Workers, All Other	1.41	1.28	1.88	1.87
Multi-Media Artists and Animators	1.10	1.22	1.88	2.12
Music Directors and Composers	1.11	1.16	1.44	1.49
Musical Instrument Repairers and Tuners	0.82	0.84	0.72	0.68
Musicians and Singers	1.10	1.15	1.37	1.43
Photographers	1.38	1.39	1.85	1.90
Producers and Directors	0.65	0.65	1.27	1.29
Public Relations Managers	1.74	1.72	1.61	1.59
Public Relations Specialists	1.56	1.60	1.55	1.58
Radio and Television Announcers	0.91	0.98	0.85	0.90
Set and Exhibit Designers	1.31	1.30	1.91	1.89
Sound Engineering Technicians	0.58	0.78	1.28	1.72
Technical Writers	1.87	1.88	2.33	2.30
Writers and Authors	1.15	1.18	1.60	1.65

Source: Economic Modeling Specialist, Inc. Complete Employment

### Central Coast CVI™ Summary and Occupational Details

Central Coast CVI™ summary data shows that the region performs favorably when compared to the United States in most categories. Five individual CVI™ measurements surpass the 1.00 national baseline. The overall CVI™ value measured for the Central Coast in 2008 was 1.09. The Central Coast displays its greatest strengths within photography store sales and the combined category including individual artist revenues and art galleries.

Detailed occupational data also reports over 34,497 creative occupations in the Central Coast, growing at 0.69% between 2006 and 2008. Highly concentrated occupational employment was measured among photographers and media and communication workers.

**Table# 23**  
**2008 Central Coast CVI vs. The United States**

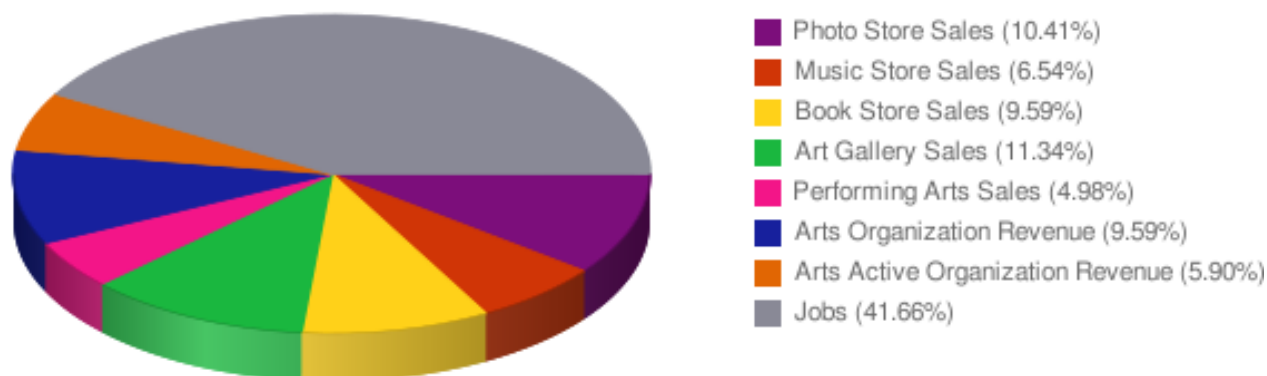
Region A: Monterey, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2008</b>					
Population	2,129,808	304,059,724			
<b>Industry Data</b>					
Photography Store Sales	\$14,060,000	\$1,426,736,000	1.407	8%	0.113
Music Store Sales	\$18,982,000	\$3,064,022,000	0.884	8%	0.071
Book and Record Store Sales	\$78,562,000	\$8,640,277,000	1.298	8%	0.104
Art Gallery and Individual Artist Sales	\$368,984,000	\$34,129,019,000	1.543	8%	0.123
Performing Arts Participation	\$66,402,000	\$14,086,245,000	0.673	8%	0.054
<b>Non Profit Data</b>					
Arts Organization Revenue	\$106,077,967	\$14,520,426,857	1.043	10%	0.104
Arts-Active Organization Revenue	\$71,908,169	\$16,107,694,069	0.637	10%	0.064
<b>Occupation Data</b>					
Total Jobs	34,497	4,361,087	1.129	40%	0.452
<b>Total CVI : 1.085</b>					

Source: WESTAF, California CVI 2008

**Chart# 11**  
**Percentage Share of CVI Inputs 2008**



Source: WESTAF, California CVI 2008



**Table# 24**  
**CA Central Coast Jobs by Occupation, 2006 to 2008**

Regions : Monterey, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura

Occupation Type	2006 Jobs	2007 Jobs	2008 Jobs	%Change
Actors	755	805	789	4.50
Advertising and Promotions Managers	314	312	285	-9.24
Agents and Business Managers of Artists,Performers, and Athletes	346	370	365	5.49
Architects, Except Landscape and Naval	951	970	1,003	5.47
Art Directors	1,062	1,122	1,054	-0.75
Audio and Video Equipment Technicians	293	288	391	33.45
Broadcast Technicians	221	215	210	-4.98
Camera Operators, Television, Video, and Motion Picture	210	200	195	-7.14
Choreographers	208	217	225	8.17
Commercial and Industrial Designers	509	528	492	-3.34
Dancers	119	129	122	2.52
Directors, Religious Activities	626	634	671	7.19
Editors	999	1,019	1,017	1.80
Fashion Designers	491	509	464	-5.50
Film and Video Editors	143	139	159	11.19
Fine Artists including Painters, Sculptors, and Illustrators	955	1,013	973	1.88
Floral Designers	798	802	686	-14.04
Graphic Designers	1,810	1,822	1,751	-3.26
Interior Designers	671	696	694	3.43
Landscape Architects	659	669	579	-12.14
Librarians	704	718	602	-14.49
Media and Communication Equipment Workers, All Other	213	219	252	18.31
Media and Communication Workers, All Other	1,296	1,328	1,303	0.54
Multi-Media Artists and Animators	991	1,049	1,006	1.51
Music Directors and Composers	1,580	1,675	1,643	3.99
Musical Instrument Repairers and Tuners	72	76	66	-8.33
Musicians and Singers	1,997	2,123	2,167	8.51
Photographers	7,804	8,039	7,778	-0.33
Producers and Directors	966	989	989	2.38
Public Relations Managers	257	260	257	0.00
Public Relations Specialists	1,308	1,312	1,521	16.28
Radio and Television Announcers	440	424	240	-45.45
Set and Exhibit Designers	518	539	500	-3.47
Sound Engineering Technicians	81	79	141	74.07
Technical Writers	517	522	533	3.09
Writers and Authors	3,375	3,573	3,374	-0.03
<b>Total</b>	<b>34,259</b>	<b>35,384</b>	<b>34,497</b>	<b>0.69</b>

Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Table# 25**  
**CA Central Coast Jobs by Location Quotient**

Regions : Monterey, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura

Occupation Type	2007 State LQ	2008 State LQ	2007 National LQ	2008 National LQ
Actors	0.50	0.53	1.17	1.16
Advertising and Promotions Managers	0.76	0.71	0.84	0.77
Agents and Business Managers of Artists, Performers, and Athletes	0.64	0.66	1.06	1.04
Architects, Except Landscape and Naval	0.90	0.94	0.92	0.96
Art Directors	0.82	0.77	1.23	1.15
Audio and Video Equipment Technicians	0.67	0.69	0.88	1.09
Broadcast Technicians	0.73	0.75	0.77	0.78
Camera Operators, Television, Video, and Motion Picture	0.49	0.49	0.99	1.00
Choreographers	0.85	1.02	1.26	1.41
Commercial and Industrial Designers	0.78	0.77	0.97	0.93
Dancers	0.63	0.69	0.83	0.83
Directors, Religious Activities	0.99	1.00	0.72	0.75
Editors	0.86	0.87	0.91	0.89
Fashion Designers	0.78	0.72	1.22	1.11
Film and Video Editors	0.27	0.30	0.74	0.82
Fine Artists including Painters, Sculptors, and Illustrators	1.03	1.00	1.39	1.36
Floral Designers	1.10	0.99	1.14	1.00
Graphic Designers	0.83	0.77	1.00	0.94
Interior Designers	0.91	0.85	1.03	1.03
Landscape Architects	1.05	1.02	1.51	1.40
Librarians	1.03	0.88	0.61	0.51
Media and Communication Equipment Workers, All Other	0.58	0.62	1.30	1.46
Media and Communication Workers, All Other	1.12	1.02	1.49	1.49
Multi-Media Artists and Animators	0.70	0.65	1.20	1.14
Music Directors and Composers	1.01	1.00	1.31	1.29
Musical Instrument Repairers and Tuners	0.74	0.72	0.65	0.59
Musicians and Singers	0.94	0.97	1.17	1.21
Photographers	1.18	1.14	1.58	1.56
Producers and Directors	0.57	0.54	1.12	1.08
Public Relations Managers	0.69	0.64	0.64	0.59
Public Relations Specialists	0.67	0.74	0.67	0.73
Radio and Television Announcers	1.19	0.73	1.11	0.67
Set and Exhibit Designers	1.03	0.96	1.49	1.39
Sound Engineering Technicians	0.24	0.40	0.53	0.89
Technical Writers	0.99	1.03	1.24	1.26
Writers and Authors	1.00	0.94	1.39	1.32

Source: Economic Modeling Specialist, Inc. Complete Employment

### Central Sierra CVI™ Summary and Occupational Details

Central Sierra CVI™ summary data shows that the region performs reasonably well when compared to the United States. One individual CVI™ measurement surpasses the 1.00 national baseline. The overall CVI™ value measured for the Central Sierra in 2008 was 0.81. The Central Sierra displays its greatest strengths within creative employment and book and record store sales.

Detailed occupational data also reports over 2,666 creative occupations in the Central Sierra, growing at 27.9%

between 2006 and 2008. Extremely concentrated occupational employment was measured among arts directors, fine artists, and multi-media artists and animators.

**Table# 26**  
**2008 Central Sierra CVI vs. The United States**

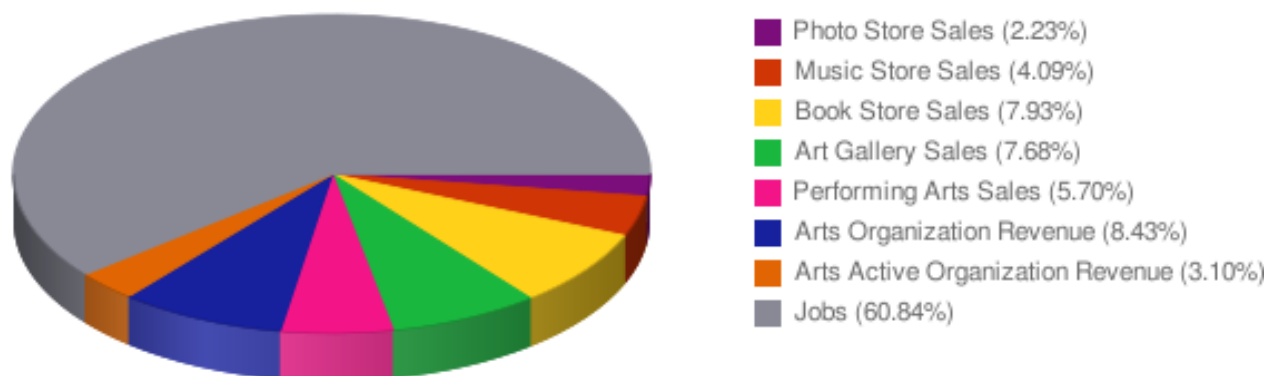
Region A: Alpine, Calaveras, Inyo, Mariposa, Mono, Tuolumne

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2008</b>					
Population	151,434	304,059,724			
<b>Industry Data</b>					
Photography Store Sales	\$163,000	\$1,426,736,000	0.229	8%	0.018
Music Store Sales	\$634,000	\$3,064,022,000	0.415	8%	0.033
Book and Record Store Sales	\$3,450,000	\$8,640,277,000	0.802	8%	0.064
Art Gallery and Individual Artist Sales	\$13,077,000	\$34,129,019,000	0.769	8%	0.062
Performing Arts Participation	\$4,050,000	\$14,086,245,000	0.577	8%	0.046
<b>Non Profit Data</b>					
Arts Organization Revenue	\$4,888,530	\$14,520,426,857	0.676	10%	0.068
Arts-Active Organization Revenue	\$1,970,684	\$16,107,694,069	0.246	10%	0.025
<b>Occupation Data</b>					
Total Jobs	2,666	4,361,087	1.227	40%	0.491
<b>Total CVI : 0.807</b>					

Source: WESTAF, California CVI 2008

**Chart# 12**  
**Percentage Share of CVI Inputs 2008**



Source: WESTAF, California CVI 2008

**Table# 27**  
**CA Central Sierra Jobs by Occupation, 2006 to 2008**

Regions : Alpine, Calaveras, Inyo, Mariposa, Mono, Tuolumne

Occupation Type	2006 Jobs	2007 Jobs	2008 Jobs	%Change
Actors	35	37	32	-8.57
Advertising and Promotions Managers	13	12	13	0.00
Agents and Business Managers of Artists,Performers, and Athletes	37	40	36	-2.70
Architects, Except Landscape and Naval	65	65	51	-21.54
Art Directors	72	75	346	380.56
Audio and Video Equipment Technicians	22	25	34	54.55
Broadcast Technicians	17	17	18	5.88
Camera Operators, Television, Video, and Motion Picture	11	12	13	18.18
Choreographers	12	12	10	-16.67
Commercial and Industrial Designers	27	29	63	133.33
Dancers	9	12	7	-22.22
Directors, Religious Activities	36	36	37	2.78
Editors	73	67	67	-8.22
Fashion Designers	27	28	27	0.00
Film and Video Editors	7	8	12	71.43
Fine Artists including Painters, Sculptors, and Illustrators	63	68	274	334.92
Floral Designers	87	81	82	-5.75
Graphic Designers	53	49	74	39.62
Interior Designers	29	29	37	27.59
Landscape Architects	56	57	38	-32.14
Librarians	6	7	14	133.33
Media and Communication Equipment Workers, All Other	14	14	18	28.57
Media and Communication Workers, All Other	83	86	78	-6.02
Multi-Media Artists and Animators	74	78	230	210.81
Music Directors and Composers	106	112	93	-12.26
Musical Instrument Repairers and Tuners	9	10	12	33.33
Musicians and Singers	143	145	146	2.10
Photographers	488	502	429	-12.09
Producers and Directors	28	26	31	10.71
Public Relations Managers	5	5	7	40.00
Public Relations Specialists	74	73	61	-17.57
Radio and Television Announcers	29	32	16	-44.83
Set and Exhibit Designers	26	27	26	0.00
Sound Engineering Technicians	8	7	12	50.00
Technical Writers	27	29	24	-11.11
Writers and Authors	213	225	198	-7.04
<b>Total</b>	<b>2,084</b>	<b>2,137</b>	<b>2,666</b>	<b>27.93</b>

Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Table# 28**  
**CA Central Sierra Jobs by Location Quotient**

Regions : Alpine, Calaveras, Inyo, Mariposa, Mono, Tuolumne

<b>Occupation Type</b>	<b>2007 State LQ</b>	<b>2008 State LQ</b>	<b>2007 National LQ</b>	<b>2008 National LQ</b>
Actors	0.32	0.30	0.75	0.66
Advertising and Promotions Managers	0.41	0.46	0.45	0.50
Agents and Business Managers of Artists,Performers, and Athletes	0.97	0.92	1.60	1.45
Architects, Except Landscape and Naval	0.84	0.67	0.86	0.68
Art Directors	0.76	3.56	1.15	5.32
Audio and Video Equipment Technicians	0.82	0.84	1.07	1.33
Broadcast Technicians	0.81	0.90	0.85	0.93
Camera Operators, Television, Video, and Motion Picture	0.41	0.46	0.83	0.94
Choreographers	0.66	0.64	0.97	0.88
Commercial and Industrial Designers	0.60	1.39	0.74	1.68
Dancers	0.81	0.56	1.08	0.67
Directors, Religious Activities	0.79	0.78	0.57	0.58
Editors	0.79	0.80	0.84	0.83
Fashion Designers	0.60	0.59	0.93	0.91
Film and Video Editors	0.22	0.31	0.60	0.87
Fine Artists including Painters, Sculptors, and Illustrators	0.96	3.96	1.30	5.38
Floral Designers	1.55	1.66	1.60	1.68
Graphic Designers	0.31	0.46	0.38	0.56
Interior Designers	0.53	0.64	0.60	0.77
Landscape Architects	1.24	0.94	1.80	1.29
Librarians	0.14	0.29	0.08	0.17
Media and Communication Equipment Workers, All Other	0.52	0.62	1.16	1.47
Media and Communication Workers, All Other	1.01	0.86	1.35	1.26
Multi-Media Artists and Animators	0.73	2.10	1.24	3.65
Music Directors and Composers	0.94	0.80	1.22	1.03
Musical Instrument Repairers and Tuners	1.35	1.85	1.19	1.50
Musicians and Singers	0.90	0.92	1.12	1.15
Photographers	1.03	0.89	1.38	1.21
Producers and Directors	0.21	0.24	0.41	0.47
Public Relations Managers	0.19	0.24	0.17	0.23
Public Relations Specialists	0.52	0.42	0.52	0.41
Radio and Television Announcers	1.26	0.69	1.17	0.63
Set and Exhibit Designers	0.72	0.70	1.04	1.02
Sound Engineering Technicians	0.29	0.48	0.65	1.07
Technical Writers	0.77	0.65	0.96	0.80
Writers and Authors	0.88	0.78	1.23	1.09

Source: Economic Modeling Specialist, Inc. Complete Employment

**Table# 29**  
**2008 Central Valley CVI vs. The United States**

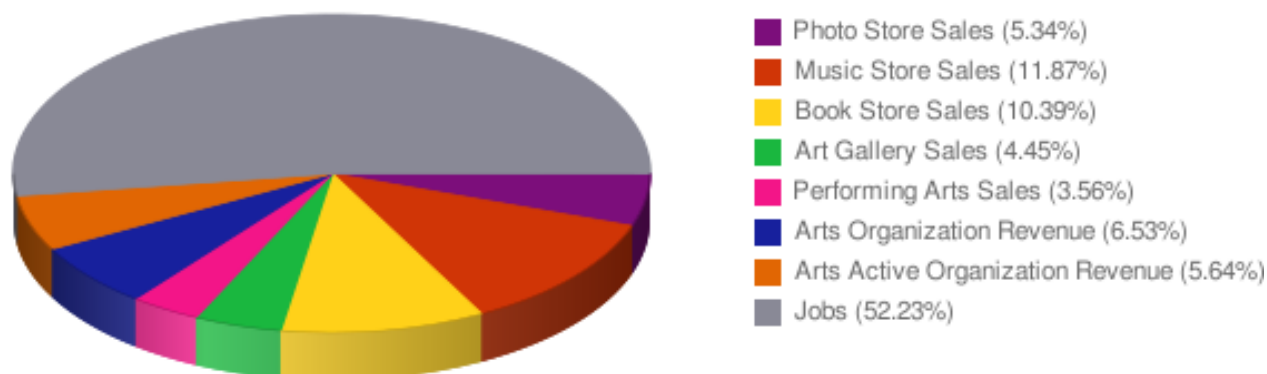
Region A: Fresno, Kern, Kings, Madera, Merced, San Benito, San Joaquin, Stanislaus, Tulare

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2008</b>					
Population	3,917,636	304,059,724			
<b>Industry Data</b>					
Photography Store Sales	\$4,237,000	\$1,426,736,000	0.230	8%	0.018
Music Store Sales	\$19,718,000	\$3,064,022,000	0.499	8%	0.040
Book and Record Store Sales	\$48,927,000	\$8,640,277,000	0.439	8%	0.035
Art Gallery and Individual Artist Sales	\$80,168,000	\$34,129,019,000	0.182	8%	0.015
Performing Arts Participation	\$27,465,000	\$14,086,245,000	0.151	8%	0.012
<b>Non Profit Data</b>					
Arts Organization Revenue	\$41,957,891	\$14,520,426,857	0.224	10%	0.022
Arts-Active Organization Revenue	\$38,465,381	\$16,107,694,069	0.185	10%	0.019
<b>Occupation Data</b>					
Total Jobs	24,703	4,361,087	0.440	40%	0.176
<b>Total CVI : 0.337</b>					

Source: WESTAF, California CVI 2008

**Chart# 13**  
**Percentage Share of CVI Inputs 2008**



Source: WESTAF, California CVI 2008

#### **Central Valley CVI™ Summary and Occupational Details**

Central Valley CVI™ summary data shows that the region performs below average when compared to the United States in most categories. The overall CVI™ value measured for the Central Valley in 2008 was 0.34. The Central Valley displays its greatest strengths within musical instrument store sales and occupational employment.

Detailed occupational data also reports 24,703 creative occupations in the Central Valley, growing at 4.37% between 2006 and 2008. Highly concentrated occupational employment was measured among agents and landscape architects.

**Table# 30**  
**CA Central Valley Jobs by Occupation, 2006 to 2008**

Regions : Fresno, Kern, Kings, Madera, Merced, San Benito, San Joaquin, Stanislaus, Tulare

<b>Occupation Type</b>	<b>2006 Jobs</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>%Change</b>
Actors	561	563	426	-24.06
Advertising and Promotions Managers	440	463	469	6.59
Agents and Business Managers of Artists, Performers, and Athletes	426	455	458	7.51
Architects, Except Landscape and Naval	847	850	980	15.70
Art Directors	749	800	795	6.14
Audio and Video Equipment Technicians	353	349	329	-6.80
Broadcast Technicians	233	238	242	3.86
Camera Operators, Television, Video, and Motion Picture	135	126	59	-56.30
Choreographers	174	177	128	-26.44
Commercial and Industrial Designers	296	308	323	9.12
Dancers	59	62	66	11.86
Directors, Religious Activities	1,028	1,022	1,151	11.96
Editors	639	640	654	2.35
Fashion Designers	269	283	297	10.41
Film and Video Editors	52	55	57	9.62
Fine Artists including Painters, Sculptors, and Illustrators	578	616	619	7.09
Floral Designers	671	646	595	-11.33
Graphic Designers	1,090	1,121	1,208	10.83
Interior Designers	440	442	458	4.09
Landscape Architects	585	590	538	-8.03
Librarians	858	880	833	-2.91
Media and Communication Equipment Workers, All Other	184	185	138	-25.00
Media and Communication Workers, All Other	772	792	756	-2.07
Multi-Media Artists and Animators	649	685	644	-0.77
Music Directors and Composers	942	982	1,080	14.65
Musical Instrument Repairers and Tuners	92	91	95	3.26
Musicians and Singers	1,594	1,618	1,725	8.22
Photographers	4,624	4,740	4,770	3.16
Producers and Directors	478	483	468	-2.09
Public Relations Managers	213	227	294	38.03
Public Relations Specialists	1,043	1,085	1,232	18.12
Radio and Television Announcers	445	505	352	-20.90
Set and Exhibit Designers	261	275	280	7.28
Sound Engineering Technicians	49	49	59	20.41
Technical Writers	273	284	261	-4.40
Writers and Authors	1,566	1,667	1,864	19.03
<b>Total</b>	<b>23,668</b>	<b>24,354</b>	<b>24,703</b>	<b>4.37</b>

Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Table# 31**  
**CA Central Valley Jobs by Location Quotient**

Regions : Fresno, Kern, Kings, Madera, Merced, San Benito, San Joaquin, Stanislaus, Tulare

Occupation Type	2007 State LQ	2008 State LQ	2007 National LQ	2008 National LQ
Actors	0.19	0.16	0.45	0.34
Advertising and Promotions Managers	0.62	0.64	0.68	0.69
Agents and Business Managers of Artists, Performers, and Athletes	0.43	0.45	0.71	0.71
Architects, Except Landscape and Naval	0.43	0.50	0.44	0.51
Art Directors	0.32	0.32	0.48	0.47
Audio and Video Equipment Technicians	0.45	0.32	0.58	0.50
Broadcast Technicians	0.44	0.47	0.47	0.49
Camera Operators, Television, Video, and Motion Picture	0.17	0.08	0.34	0.16
Choreographers	0.38	0.32	0.56	0.43
Commercial and Industrial Designers	0.25	0.28	0.31	0.33
Dancers	0.16	0.20	0.22	0.24
Directors, Religious Activities	0.87	0.93	0.64	0.70
Editors	0.30	0.30	0.31	0.31
Fashion Designers	0.24	0.25	0.37	0.39
Film and Video Editors	0.06	0.06	0.16	0.16
Fine Artists including Painters, Sculptors, and Illustrators	0.34	0.35	0.46	0.47
Floral Designers	0.48	0.47	0.50	0.47
Graphic Designers	0.28	0.29	0.34	0.35
Interior Designers	0.32	0.31	0.36	0.37
Landscape Architects	0.50	0.51	0.73	0.70
Librarians	0.69	0.67	0.41	0.39
Media and Communication Equipment Workers, All Other	0.27	0.18	0.60	0.44
Media and Communication Workers, All Other	0.36	0.32	0.49	0.47
Multi-Media Artists and Animators	0.25	0.23	0.43	0.40
Music Directors and Composers	0.32	0.36	0.42	0.46
Musical Instrument Repairers and Tuners	0.48	0.57	0.42	0.46
Musicians and Singers	0.39	0.42	0.49	0.52
Photographers	0.38	0.38	0.51	0.52
Producers and Directors	0.15	0.14	0.30	0.28
Public Relations Managers	0.33	0.40	0.31	0.37
Public Relations Specialists	0.30	0.33	0.30	0.32
Radio and Television Announcers	0.77	0.58	0.72	0.53
Set and Exhibit Designers	0.29	0.29	0.42	0.42
Sound Engineering Technicians	0.08	0.09	0.18	0.20
Technical Writers	0.30	0.27	0.37	0.34
Writers and Authors	0.25	0.28	0.36	0.40

Source: Economic Modeling Specialist, Inc. Complete Employment

### **Greater Sacramento CVI™ Summary and Occupational Details**

Greater Sacramento CVI™ summary data shows that the region performs favorably when compared to the United States in most categories. One individual CVI™ measurement surpasses the 1.00 national baseline. The overall CVI™ value measured for Greater Sacramento in 2008 was 0.81. Greater Sacramento displays its greatest strengths within arts-active organization revenues and creative jobs.



Detailed occupational data also reports over 29,205 creative occupations in Greater Sacramento, growing at 1.40% between 2006 and 2008. Highly concentrated occupational employment was measured among broadcast technicians and landscape architects.

**Table# 32**  
**2008 Greater Sacramento CVI vs. The United States**

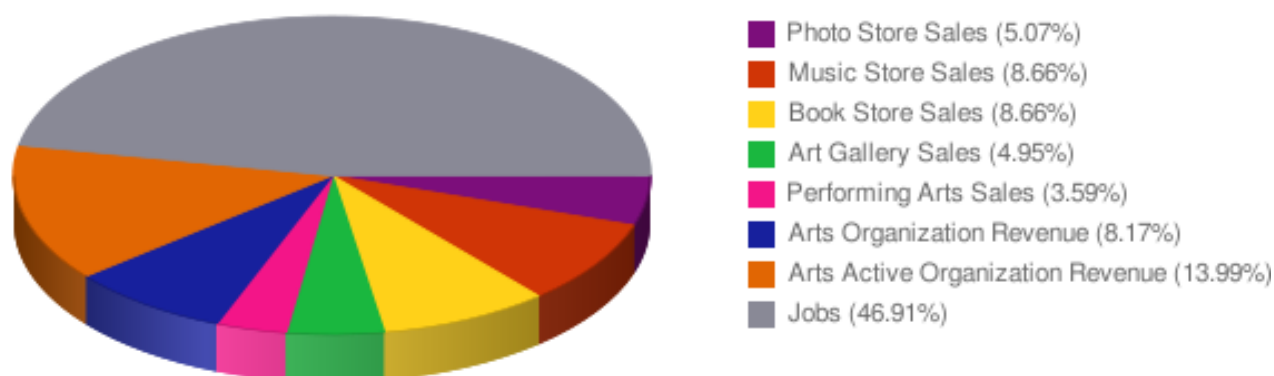
Region A: Amador, El Dorado, Placer, Sacramento, Yolo

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2008</b>					
Population	2,148,070	304,059,724			
<b>Industry Data</b>					
Photography Store Sales	\$5,197,000	\$1,426,736,000	0.516	8%	0.041
Music Store Sales	\$18,872,000	\$3,064,022,000	0.872	8%	0.070
Book and Record Store Sales	\$53,693,000	\$8,640,277,000	0.880	8%	0.070
Art Gallery and Individual Artist Sales	\$121,265,000	\$34,129,019,000	0.503	8%	0.040
Performing Arts Participation	\$35,886,000	\$14,086,245,000	0.361	8%	0.029
<b>Non Profit Data</b>					
Arts Organization Revenue	\$67,256,740	\$14,520,426,857	0.656	10%	0.066
Arts-Active Organization Revenue	\$128,713,023	\$16,107,694,069	1.131	10%	0.113
<b>Occupation Data</b>					
Total Jobs	29,205	4,361,087	0.948	40%	0.379
<b>Total CVI : 0.808</b>					

Source: WESTAF, California CVI 2008

**Chart# 14**  
**Percentage Share of CVI Inputs 2008**



Source: WESTAF, California CVI 2008

**Table# 33**  
**CA Greater Sacramento Jobs by Occupation, 2006 to 2008**

Regions : Amador, El Dorado, Placer, Sacramento, Yolo

Occupation Type	2006 Jobs	2007 Jobs	2008 Jobs	%Change
Actors	662	641	574	-13.29
Advertising and Promotions Managers	326	315	247	-24.23
Agents and Business Managers of Artists, Performers, and Athletes	224	240	252	12.50
Architects, Except Landscape and Naval	1,140	1,172	1,231	7.98
Art Directors	803	829	858	6.85
Audio and Video Equipment Technicians	306	307	408	33.33
Broadcast Technicians	420	367	388	-7.62
Camera Operators, Television, Video, and Motion Picture	154	130	162	5.19
Choreographers	211	213	187	-11.37
Commercial and Industrial Designers	364	372	386	6.04
Dancers	81	84	80	-1.23
Directors, Religious Activities	628	627	724	15.29
Editors	804	816	879	9.33
Fashion Designers	336	345	337	0.30
Film and Video Editors	198	171	97	-51.01
Fine Artists including Painters, Sculptors, and Illustrators	593	628	647	9.11
Floral Designers	631	606	643	1.90
Graphic Designers	1,662	1,661	1,704	2.53
Interior Designers	837	800	662	-20.91
Landscape Architects	738	755	579	-21.54
Librarians	633	646	607	-4.11
Media and Communication Equipment Workers, All Other	91	92	105	15.38
Media and Communication Workers, All Other	967	990	991	2.48
Multi-Media Artists and Animators	666	704	782	17.42
Music Directors and Composers	1,075	1,132	1,208	12.37
Musical Instrument Repairers and Tuners	68	73	69	1.47
Musicians and Singers	1,677	1,726	1,780	6.14
Photographers	5,623	5,770	5,710	1.55
Producers and Directors	640	638	660	3.13
Public Relations Managers	477	492	445	-6.71
Public Relations Specialists	2,513	2,568	2,614	4.02
Radio and Television Announcers	367	381	137	-62.67
Set and Exhibit Designers	343	350	351	2.33
Sound Engineering Technicians	77	75	101	31.17
Technical Writers	296	314	338	14.19
Writers and Authors	2,171	2,282	2,262	4.19
<b>Total</b>	<b>28,802</b>	<b>29,312</b>	<b>29,205</b>	<b>1.40</b>

Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Table# 34**  
**CA Greater Sacramento Jobs by Location Quotient**

Regions : Amador, El Dorado, Placer, Sacramento, Yolo

Occupation Type	2007 State LQ	2008 State LQ	2007 National LQ	2008 National LQ
Actors	0.40	0.38	0.93	0.84
Advertising and Promotions Managers	0.77	0.61	0.85	0.66
Agents and Business Managers of Artists, Performers, and Athletes	0.42	0.45	0.69	0.71
Architects, Except Landscape and Naval	1.08	1.14	1.11	1.16
Art Directors	0.60	0.62	0.91	0.93
Audio and Video Equipment Technicians	0.72	0.71	0.93	1.13
Broadcast Technicians	1.25	1.37	1.31	1.42
Camera Operators, Television, Video, and Motion Picture	0.32	0.40	0.64	0.82
Choreographers	0.84	0.84	1.23	1.16
Commercial and Industrial Designers	0.55	0.60	0.68	0.72
Dancers	0.41	0.45	0.54	0.54
Directors, Religious Activities	0.98	1.07	0.71	0.80
Editors	0.69	0.74	0.73	0.76
Fashion Designers	0.52	0.52	0.82	0.80
Film and Video Editors	0.33	0.18	0.91	0.50
Fine Artists including Painters, Sculptors, and Illustrators	0.63	0.66	0.86	0.90
Floral Designers	0.83	0.92	0.86	0.93
Graphic Designers	0.76	0.74	0.91	0.91
Interior Designers	1.05	0.81	1.19	0.98
Landscape Architects	1.18	1.01	1.70	1.38
Librarians	0.92	0.88	0.55	0.51
Media and Communication Equipment Workers, All Other	0.24	0.26	0.54	0.60
Media and Communication Workers, All Other	0.83	0.77	1.11	1.13
Multi-Media Artists and Animators	0.47	0.50	0.80	0.87
Music Directors and Composers	0.68	0.73	0.88	0.94
Musical Instrument Repairers and Tuners	0.71	0.75	0.62	0.61
Musicians and Singers	0.76	0.79	0.95	0.99
Photographers	0.84	0.83	1.13	1.14
Producers and Directors	0.37	0.36	0.72	0.71
Public Relations Managers	1.31	1.09	1.21	1.01
Public Relations Specialists	1.31	1.27	1.30	1.25
Radio and Television Announcers	1.07	0.41	1.00	0.38
Set and Exhibit Designers	0.67	0.67	0.97	0.97
Sound Engineering Technicians	0.23	0.29	0.50	0.63
Technical Writers	0.60	0.65	0.74	0.79
Writers and Authors	0.64	0.63	0.89	0.88

Source: Economic Modeling Specialist, Inc. Complete Employment

### **Inland Empire CVI™ Summary and Occupational Details**

Inland Empire CVI™ summary data shows that the region performs below average when compared to the United States in most categories. The overall CVI™ value measured for the Inland Empire in 2008 was 0.40. The Inland Empire displays its greatest strengths within book and record store sales and creative jobs.

Detailed occupational data also reports 31,031 creative occupations in the Inland Empire, growing at 5.77% between 2006 and 2008. Highly concentrated occupational employment was measured among choreographers and set and exhibit designers.

**Table# 35**  
**2008 Inland Empire CVI vs. The United States**

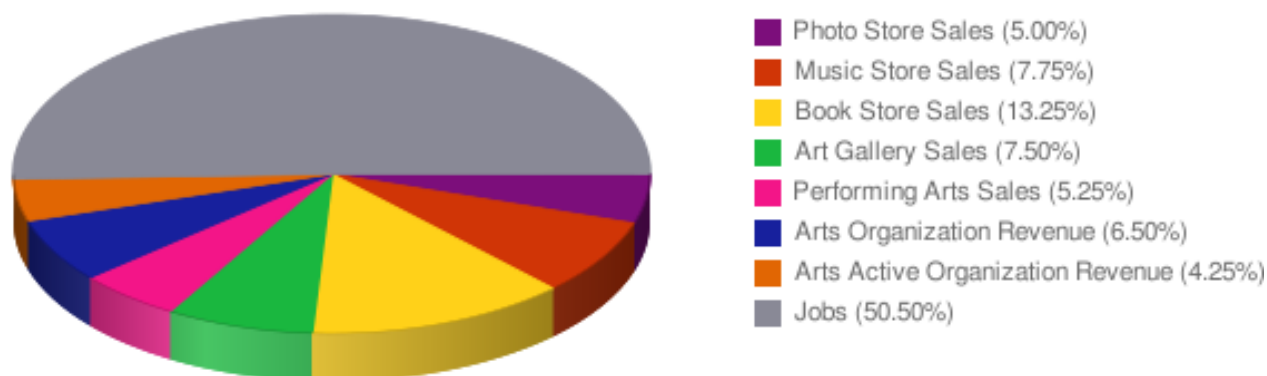
Region A: Imperial, Riverside, San Bernardino

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2008</b>					
Population	4,279,843	304,059,724			
<b>Industry Data</b>					
Photography Store Sales	\$5,121,000	\$1,426,736,000	0.255	8%	0.020
Music Store Sales	\$16,868,000	\$3,064,022,000	0.391	8%	0.031
Book and Record Store Sales	\$81,247,000	\$8,640,277,000	0.668	8%	0.053
Art Gallery and Individual Artist Sales	\$179,346,000	\$34,129,019,000	0.373	8%	0.030
Performing Arts Participation	\$52,125,000	\$14,086,245,000	0.263	8%	0.021
<b>Non Profit Data</b>					
Arts Organization Revenue	\$53,182,950	\$14,520,426,857	0.260	10%	0.026
Arts-Active Organization Revenue	\$38,239,418	\$16,107,694,069	0.169	10%	0.017
<b>Occupation Data</b>					
Total Jobs	31,031	4,361,087	0.506	40%	0.202
<b>Total CVI : 0.4</b>					

Source: WESTAF, California CVI 2008

**Chart# 15**  
**Percentage Share of CVI Inputs 2008**



Source: WESTAF, California CVI 2008

**Table# 36**  
**CA Inland Empire Jobs by Occupation, 2006 to 2008**

Regions : Imperial, Riverside, San Bernardino

<b>Occupation Type</b>	<b>2006 Jobs</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>%Change</b>
Actors	502	505	723	44.02
Advertising and Promotions Managers	382	366	330	-13.61
Agents and Business Managers of Artists, Performers, and Athletes	351	376	345	-1.71
Architects, Except Landscape and Naval	724	716	762	5.25
Art Directors	814	853	779	-4.30
Audio and Video Equipment Technicians	359	359	634	76.60
Broadcast Technicians	264	260	234	-11.36
Camera Operators, Television, Video, and Motion Picture	150	147	153	2.00
Choreographers	160	166	270	68.75
Commercial and Industrial Designers	598	616	648	8.36
Dancers	89	94	95	6.74
Directors, Religious Activities	1,145	1,128	1,123	-1.92
Editors	691	706	675	-2.32
Fashion Designers	489	513	575	17.59
Film and Video Editors	200	194	208	4.00
Fine Artists including Painters, Sculptors, and Illustrators	687	728	749	9.02
Floral Designers	938	929	794	-15.35
Graphic Designers	1,479	1,502	1,771	19.74
Interior Designers	801	825	866	8.11
Landscape Architects	707	707	471	-33.38
Librarians	768	782	753	-1.95
Media and Communication Equipment Workers, All Other	384	372	273	-28.91
Media and Communication Workers, All Other	923	946	1,152	24.81
Multi-Media Artists and Animators	923	970	1,054	14.19
Music Directors and Composers	1,279	1,337	1,342	4.93
Musical Instrument Repairers and Tuners	162	167	151	-6.79
Musicians and Singers	1,795	1,848	1,814	1.06
Photographers	5,941	6,126	6,291	5.89
Producers and Directors	614	614	570	-7.17
Public Relations Managers	271	272	333	22.88
Public Relations Specialists	1,322	1,314	1,252	-5.30
Radio and Television Announcers	379	363	397	4.75
Set and Exhibit Designers	459	475	523	13.94
Sound Engineering Technicians	73	73	75	2.74
Technical Writers	241	248	279	15.77
Writers and Authors	2,275	2,404	2,567	12.84
<b>Total</b>	<b>29,339</b>	<b>30,001</b>	<b>31,031</b>	<b>5.77</b>

Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Table# 37**  
**CA Inland Empire Jobs by Location Quotient**

Regions : Imperial, Riverside, San Bernardino

Occupation Type	2007 State LQ	2008 State LQ	2007 National LQ	2008 National LQ
Actors	0.16	0.24	0.37	0.53
Advertising and Promotions Managers	0.45	0.41	0.49	0.45
Agents and Business Managers of Artists,Performers, and Athletes	0.33	0.31	0.54	0.49
Architects, Except Landscape and Naval	0.33	0.35	0.34	0.36
Art Directors	0.31	0.28	0.47	0.42
Audio and Video Equipment Technicians	0.42	0.56	0.55	0.88
Broadcast Technicians	0.44	0.42	0.47	0.43
Camera Operators, Television, Video, and Motion Picture	0.18	0.19	0.36	0.39
Choreographers	0.33	0.61	0.48	0.84
Commercial and Industrial Designers	0.46	0.51	0.57	0.61
Dancers	0.23	0.27	0.30	0.32
Directors, Religious Activities	0.88	0.83	0.64	0.62
Editors	0.30	0.29	0.32	0.29
Fashion Designers	0.39	0.44	0.61	0.68
Film and Video Editors	0.19	0.19	0.52	0.53
Fine Artists including Painters, Sculptors, and Illustrators	0.37	0.38	0.50	0.52
Floral Designers	0.64	0.57	0.66	0.57
Graphic Designers	0.34	0.39	0.41	0.48
Interior Designers	0.54	0.53	0.61	0.64
Landscape Architects	0.55	0.41	0.80	0.56
Librarians	0.56	0.55	0.34	0.32
Media and Communication Equipment Workers, All Other	0.49	0.33	1.10	0.79
Media and Communication Workers, All Other	0.40	0.45	0.53	0.66
Multi-Media Artists and Animators	0.32	0.34	0.55	0.59
Music Directors and Composers	0.40	0.41	0.52	0.53
Musical Instrument Repairers and Tuners	0.81	0.82	0.71	0.67
Musicians and Singers	0.41	0.41	0.51	0.50
Photographers	0.45	0.46	0.60	0.63
Producers and Directors	0.18	0.16	0.35	0.31
Public Relations Managers	0.36	0.41	0.34	0.38
Public Relations Specialists	0.34	0.30	0.33	0.30
Radio and Television Announcers	0.51	0.60	0.48	0.55
Set and Exhibit Designers	0.45	0.50	0.66	0.73
Sound Engineering Technicians	0.11	0.11	0.24	0.24
Technical Writers	0.24	0.27	0.29	0.33
Writers and Authors	0.34	0.36	0.47	0.50

Source: Economic Modeling Specialist, Inc. Complete Employment

#### **Inland Northern CVI™ Summary and Occupational Details**

Inland Northern CVI™ summary data shows that the region performs below average when compared to the United States in most categories. The overall CVI™ value measured for the Inland Northern in 2008 was 0.49. The Inland Northern displays its greatest strengths within book and record store sales and creative jobs.

Detailed occupational data also reports 9,747 creative occupations in the Inland Northern. Highly concentrated occupational employment was measured among agents and landscape architects.

**Table# 38**  
**2008 Inland Northern CVI vs. The United States**

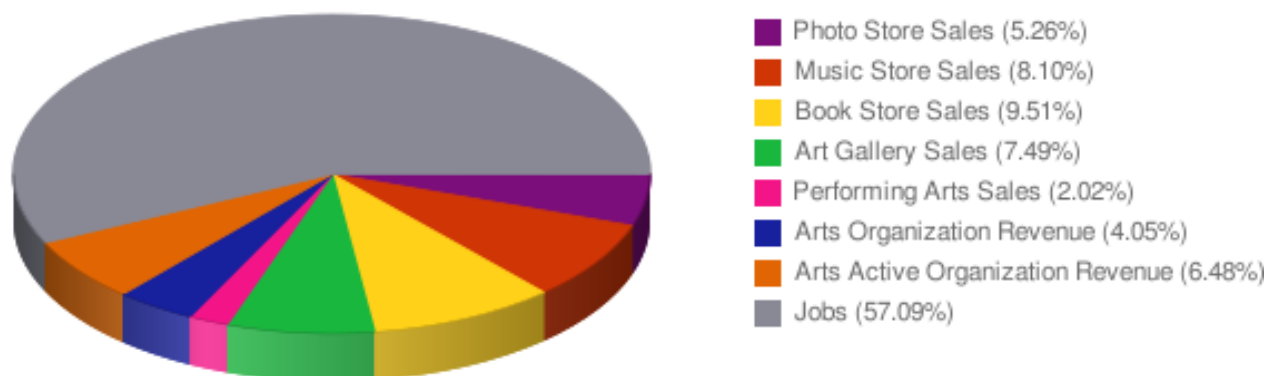
Region A: Butte, Colusa, Glenn, Lake, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Yuba

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2008</b>					
Population	964,955	304,059,724			
<b>Industry Data</b>					
Photography Store Sales	\$1,496,000	\$1,426,736,000	0.330	8%	0.026
Music Store Sales	\$4,909,000	\$3,064,022,000	0.505	8%	0.040
Book and Record Store Sales	\$16,195,000	\$8,640,277,000	0.591	8%	0.047
Art Gallery and Individual Artist Sales	\$49,549,000	\$34,129,019,000	0.457	8%	0.037
Performing Arts Participation	\$5,483,000	\$14,086,245,000	0.123	8%	0.010
<b>Non Profit Data</b>					
Arts Organization Revenue	\$8,991,305	\$14,520,426,857	0.195	10%	0.020
Arts-Active Organization Revenue	\$16,479,679	\$16,107,694,069	0.322	10%	0.032
<b>Occupation Data</b>					
Total Jobs	9,747	4,361,087	0.704	40%	0.282
<b>Total CVI : 0.494</b>					

Source: WESTAF, California CVI 2008

**Chart# 16**  
**Percentage Share of CVI Inputs 2008**



Source: WESTAF, California CVI 2008

**Table# 39**  
**CA Inland Northern Jobs by Occupation, 2006 to 2008**

Regions : Butte, Colusa, Glenn, Lake, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Yuba

Occupation Type	2006 Jobs	2007 Jobs	2008 Jobs	%Change
Actors	244	242	213	-12.70
Advertising and Promotions Managers	67	70	90	34.33
Agents and Business Managers of Artists, Performers, and Athletes	120	142	157	30.83
Architects, Except Landscape and Naval	271	280	273	0.74
Art Directors	308	325	312	1.30
Audio and Video Equipment Technicians	81	83	129	59.26
Broadcast Technicians	54	47	51	-5.56
Camera Operators, Television, Video, and Motion Picture	39	38	39	0.00
Choreographers	70	76	29	-58.57
Commercial and Industrial Designers	187	184	156	-16.58
Dancers	34	35	27	-20.59
Directors, Religious Activities	232	232	249	7.33
Editors	264	274	314	18.94
Fashion Designers	170	166	150	-11.76
Film and Video Editors	33	35	35	6.06
Fine Artists including Painters, Sculptors, and Illustrators	329	338	305	-7.29
Floral Designers	317	299	181	-42.90
Graphic Designers	379	391	341	-10.03
Interior Designers	189	181	206	8.99
Landscape Architects	231	237	198	-14.29
Librarians	250	256	298	19.20
Media and Communication Equipment Workers, All Other	54	54	55	1.85
Media and Communication Workers, All Other	389	402	364	-6.43
Multi-Media Artists and Animators	397	407	307	-22.67
Music Directors and Composers	453	477	469	3.53
Musical Instrument Repairers and Tuners	38	35	35	-7.89
Musicians and Singers	587	619	637	8.52
Photographers	2,313	2,394	2,208	-4.54
Producers and Directors	208	202	182	-12.50
Public Relations Managers	67	68	69	2.99
Public Relations Specialists	399	401	403	1.00
Radio and Television Announcers	144	106	56	-61.11
Set and Exhibit Designers	144	142	136	-5.56
Sound Engineering Technicians	33	31	38	15.15
Technical Writers	71	74	68	-4.23
Writers and Authors	891	943	967	8.53
<b>Total</b>	<b>10,057</b>	<b>10,286</b>	<b>9,747</b>	<b>-3.08</b>

Source: Economic Modeling Specialist, Inc. Complete Employment



**Table# 40**  
**CA Inland Northern Jobs by Location Quotient**

Regions : Butte, Colusa, Glenn, Lake, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Yuba

Occupation Type	2007 State LQ	2008 State LQ	2007 National LQ	2008 National LQ
Actors	0.33	0.32	0.77	0.69
Advertising and Promotions Managers	0.38	0.50	0.42	0.54
Agents and Business Managers of Artists, Performers, and Athletes	0.54	0.63	0.90	0.99
Architects, Except Landscape and Naval	0.57	0.56	0.59	0.57
Art Directors	0.52	0.50	0.79	0.75
Audio and Video Equipment Technicians	0.43	0.50	0.56	0.79
Broadcast Technicians	0.35	0.40	0.37	0.42
Camera Operators, Television, Video, and Motion Picture	0.21	0.21	0.41	0.44
Choreographers	0.66	0.29	0.98	0.40
Commercial and Industrial Designers	0.60	0.54	0.75	0.65
Dancers	0.37	0.34	0.50	0.40
Directors, Religious Activities	0.80	0.82	0.58	0.61
Editors	0.51	0.59	0.54	0.61
Fashion Designers	0.56	0.51	0.88	0.79
Film and Video Editors	0.15	0.14	0.41	0.40
Fine Artists including Painters, Sculptors, and Illustrators	0.76	0.69	1.02	0.94
Floral Designers	0.91	0.58	0.94	0.58
Graphic Designers	0.39	0.33	0.48	0.41
Interior Designers	0.52	0.56	0.59	0.68
Landscape Architects	0.82	0.77	1.18	1.05
Librarians	0.81	0.97	0.48	0.56
Media and Communication Equipment Workers, All Other	0.32	0.30	0.71	0.71
Media and Communication Workers, All Other	0.75	0.63	1.00	0.92
Multi-Media Artists and Animators	0.60	0.44	1.03	0.76
Music Directors and Composers	0.63	0.63	0.82	0.81
Musical Instrument Repairers and Tuners	0.75	0.85	0.66	0.69
Musicians and Singers	0.61	0.63	0.75	0.79
Photographers	0.78	0.71	1.04	0.98
Producers and Directors	0.26	0.22	0.50	0.44
Public Relations Managers	0.40	0.38	0.37	0.35
Public Relations Specialists	0.45	0.43	0.45	0.43
Radio and Television Announcers	0.66	0.38	0.61	0.34
Set and Exhibit Designers	0.60	0.58	0.87	0.84
Sound Engineering Technicians	0.21	0.24	0.46	0.53
Technical Writers	0.31	0.29	0.39	0.36
Writers and Authors	0.58	0.60	0.81	0.84

Source: Economic Modeling Specialist, Inc. Complete Employment

### North Coast CVI™ Summary and Occupational Details

North Coast CVI™ summary data shows that the region performs favorably when compared to the United States in most categories. Five individual CVI™ measurements surpass the 1.00 national baseline. The overall CVI™ value measured for the North Coast in 2008 was 1.17. The North Coast displays its greatest strengths within the combined category of individual artists and art gallery revenues, along with the arts-active organization revenues.

Detailed occupational data also reports over 3,680 creative occupations in the North Coast. Highly concentrated occupational employment was measured among agents and fine artists.

**Table# 41**  
**2008 North Coast CVI vs. The United States**

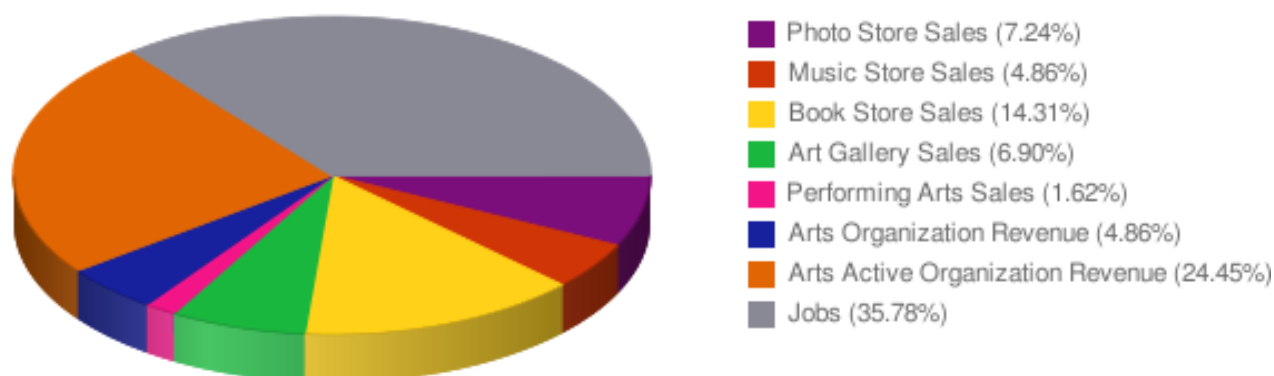
Region A: Mendocino, Humboldt, Del Norte

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2008</b>					
Population	244,321	304,059,724			
<b>Industry Data</b>					
Photography Store Sales	\$1,214,000	\$1,426,736,000	1.059	8%	0.085
Music Store Sales	\$1,748,000	\$3,064,022,000	0.710	8%	0.057
Book and Record Store Sales	\$14,569,000	\$8,640,277,000	2.098	8%	0.168
Art Gallery and Individual Artist Sales	\$27,692,000	\$34,129,019,000	1.010	8%	0.081
Performing Arts Participation	\$2,699,000	\$14,086,245,000	0.238	8%	0.019
<b>Non Profit Data</b>					
Arts Organization Revenue	\$6,600,734	\$14,520,426,857	0.566	10%	0.057
Arts-Active Organization Revenue	\$37,078,066	\$16,107,694,069	2.865	10%	0.287
<b>Occupation Data</b>					
Total Jobs	3,680	4,361,087	1.050	40%	0.420
<b>Total CVI : 1.174</b>					

Source: WESTAF, California CVI 2008

**Chart# 17**  
**Percentage Share of CVI Inputs 2008**



Source: WESTAF, California CVI 2008

**Table# 42**  
**CA North Coast Jobs by Occupation, 2006 to 2008**

Regions : Mendocino, Humboldt, Del Norte

<b>Occupation Type</b>	<b>2006 Jobs</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>%Change</b>
Actors	87	92	87	0.00
Advertising and Promotions Managers	23	25	12	-47.83
Agents and Business Managers of Artists,Performers, and Athletes	55	59	76	38.18
Architects, Except Landscape and Naval	74	77	85	14.86
Art Directors	152	163	150	-1.32
Audio and Video Equipment Technicians	24	23	30	25.00
Broadcast Technicians	39	40	17	-56.41
Camera Operators, Television, Video, and Motion Picture	13	13	14	7.69
Choreographers	14	16	18	28.57
Commercial and Industrial Designers	53	54	47	-11.32
Dancers	14	15	13	-7.14
Directors, Religious Activities	56	55	62	10.71
Editors	92	94	106	15.22
Fashion Designers	53	53	47	-11.32
Film and Video Editors	10	10	12	20.00
Fine Artists including Painters, Sculptors, and Illustrators	146	156	145	-0.68
Floral Designers	113	106	77	-31.86
Graphic Designers	126	127	121	-3.97
Interior Designers	61	62	60	-1.64
Landscape Architects	67	69	58	-13.43
Librarians	72	74	64	-11.11
Media and Communication Equipment Workers, All Other	16	15	17	6.25
Media and Communication Workers, All Other	138	142	133	-3.62
Multi-Media Artists and Animators	156	167	147	-5.77
Music Directors and Composers	223	238	224	0.45
Musical Instrument Repairers and Tuners	9	10	12	33.33
Musicians and Singers	261	276	266	1.92
Photographers	891	916	839	-5.84
Producers and Directors	65	66	62	-4.62
Public Relations Managers	5	5	5	0.00
Public Relations Specialists	103	106	106	2.91
Radio and Television Announcers	36	42	27	-25.00
Set and Exhibit Designers	53	53	46	-13.21
Sound Engineering Technicians	13	12	13	0.00
Technical Writers	30	31	28	-6.67
Writers and Authors	453	482	454	0.22
<b>Total</b>	<b>3,796</b>	<b>3,944</b>	<b>3,680</b>	<b>-3.06</b>

Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Table# 43**  
**CA North Coast Jobs by Location Quotient**

Regions : Mendocino, Humboldt, Del Norte

<b>Occupation Type</b>	<b>2007 State LQ</b>	<b>2008 State LQ</b>	<b>2007 National LQ</b>	<b>2008 National LQ</b>
Actors	0.50	0.51	1.16	1.11
Advertising and Promotions Managers	0.53	0.26	0.59	0.28
Agents and Business Managers of Artists,Performers, and Athletes	0.89	1.20	1.47	1.89
Architects, Except Landscape and Naval	0.62	0.69	0.64	0.71
Art Directors	1.03	0.96	1.55	1.43
Audio and Video Equipment Technicians	0.47	0.46	0.61	0.73
Broadcast Technicians	1.19	0.53	1.25	0.55
Camera Operators, Television, Video, and Motion Picture	0.28	0.30	0.56	0.63
Choreographers	0.55	0.71	0.81	0.98
Commercial and Industrial Designers	0.70	0.64	0.86	0.77
Dancers	0.63	0.64	0.84	0.77
Directors, Religious Activities	0.75	0.81	0.55	0.60
Editors	0.69	0.79	0.73	0.81
Fashion Designers	0.70	0.63	1.10	0.98
Film and Video Editors	0.17	0.19	0.46	0.54
Fine Artists including Painters, Sculptors, and Illustrators	1.38	1.30	1.86	1.77
Floral Designers	1.27	0.97	1.31	0.98
Graphic Designers	0.50	0.46	0.61	0.57
Interior Designers	0.71	0.64	0.80	0.78
Landscape Architects	0.94	0.89	1.36	1.22
Librarians	0.92	0.82	0.55	0.48
Media and Communication Equipment Workers, All Other	0.35	0.36	0.77	0.86
Media and Communication Workers, All Other	1.04	0.91	1.39	1.33
Multi-Media Artists and Animators	0.97	0.83	1.66	1.45
Music Directors and Composers	1.25	1.19	1.62	1.54
Musical Instrument Repairers and Tuners	0.84	1.15	0.74	0.93
Musicians and Singers	1.07	1.04	1.32	1.30
Photographers	1.17	1.07	1.56	1.47
Producers and Directors	0.33	0.30	0.65	0.59
Public Relations Managers	0.12	0.11	0.11	0.10
Public Relations Specialists	0.47	0.45	0.47	0.45
Radio and Television Announcers	1.03	0.72	0.96	0.65
Set and Exhibit Designers	0.88	0.77	1.28	1.12
Sound Engineering Technicians	0.31	0.32	0.70	0.72
Technical Writers	0.51	0.47	0.64	0.58
Writers and Authors	1.17	1.11	1.64	1.55

Source: Economic Modeling Specialist, Inc. Complete Employment

### **South Coast CVI™ Summary and Occupational Details**

South Coast CVI™ summary data shows that the region performs favorably when compared to the United States in most categories. Seven individual CVI™ measurements surpass the 1.00 national baseline. The overall CVI™ value measured for the South Coast in 2008 was 1.13. The South Coast displays its greatest strengths within book and record stores and creative occupations.

Detailed occupational data also reports 109,984 creative occupations in the South Coast, growing at 4.72% between 2006 and 2008. Highly concentrated occupational employment was measured among media and communication equipment workers and choreographers.

**Table# 44**  
**2008 South Coast CVI vs. The United States**

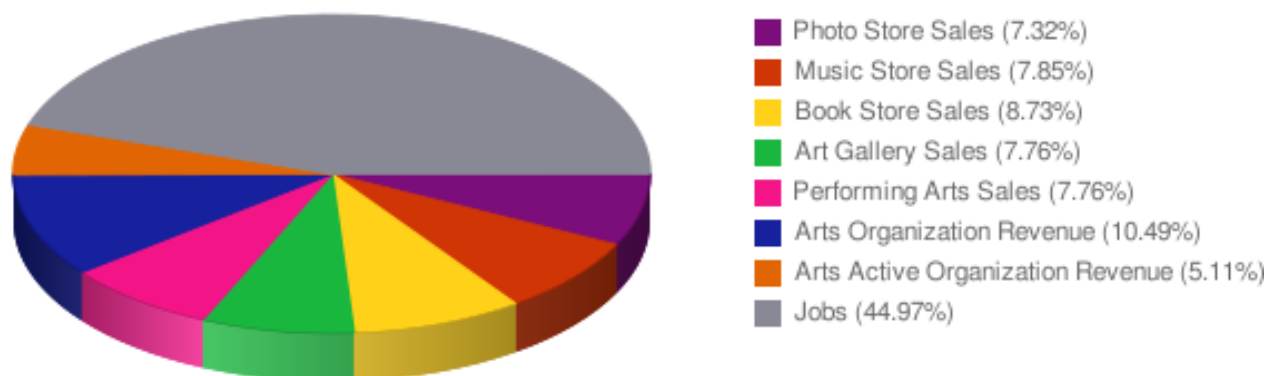
Region A: Orange, San Diego

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2008</b>					
Population	6,011,831	304,059,724			
<b>Industry Data</b>					
Photography Store Sales	\$29,344,000	\$1,426,736,000	1.040	8%	0.083
Music Store Sales	\$67,682,000	\$3,064,022,000	1.117	8%	0.089
Book and Record Store Sales	\$210,689,000	\$8,640,277,000	1.233	8%	0.099
Art Gallery and Individual Artist Sales	\$744,117,000	\$34,129,019,000	1.103	8%	0.088
Performing Arts Participation	\$306,105,000	\$14,086,245,000	1.099	8%	0.088
<b>Non Profit Data</b>					
Arts Organization Revenue	\$341,931,651	\$14,520,426,857	1.191	10%	0.119
Arts-Active Organization Revenue	\$183,352,748	\$16,107,694,069	0.576	10%	0.058
<b>Occupation Data</b>					
Total Jobs	109,984	4,361,087	1.276	40%	0.510
<b>Total CVI : 1.134</b>					

Source: WESTAF, California CVI 2008

**Chart# 18**  
**Percentage Share of CVI Inputs 2008**



Source: WESTAF, California CVI 2008

**Table# 45**  
**CA South Coast Jobs by Occupation, 2006 to 2008**

Regions : Orange, San Diego

<b>Occupation Type</b>	<b>2006 Jobs</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>%Change</b>
Actors	2,238	2,310	1,928	-13.85
Advertising and Promotions Managers	1,421	1,417	1,319	-7.18
Agents and Business Managers of Artists, Performers, and Athletes	901	961	962	6.77
Architects, Except Landscape and Naval	4,031	4,054	4,248	5.38
Art Directors	3,297	3,437	3,466	5.13
Audio and Video Equipment Technicians	1,072	1,098	1,478	37.87
Broadcast Technicians	485	546	591	21.86
Camera Operators, Television, Video, and Motion Picture	427	484	553	29.51
Choreographers	1,029	1,131	871	-15.35
Commercial and Industrial Designers	2,183	2,212	2,051	-6.05
Dancers	308	321	431	39.94
Directors, Religious Activities	2,353	2,360	2,510	6.67
Editors	3,022	3,082	3,084	2.05
Fashion Designers	1,849	1,899	1,839	-0.54
Film and Video Editors	568	614	546	-3.87
Fine Artists including Painters, Sculptors, and Illustrators	2,126	2,251	2,276	7.06
Floral Designers	2,378	2,384	2,471	3.91
Graphic Designers	8,237	8,300	8,592	4.31
Interior Designers	2,710	2,734	3,298	21.70
Landscape Architects	2,329	2,341	2,111	-9.36
Librarians	1,728	1,769	1,803	4.34
Media and Communication Equipment Workers, All Other	1,162	1,172	988	-14.97
Media and Communication Workers, All Other	3,716	3,814	4,237	14.02
Multi-Media Artists and Animators	2,825	2,988	3,177	12.46
Music Directors and Composers	3,618	3,812	3,974	9.84
Musical Instrument Repairers and Tuners	327	343	323	-1.22
Musicians and Singers	5,740	5,899	5,831	1.59
Photographers	20,851	21,405	21,784	4.47
Producers and Directors	2,362	2,436	2,620	10.92
Public Relations Managers	1,175	1,191	1,249	6.30
Public Relations Specialists	6,299	6,389	6,403	1.65
Radio and Television Announcers	766	711	651	-15.01
Set and Exhibit Designers	1,525	1,563	1,596	4.66
Sound Engineering Technicians	358	366	426	18.99
Technical Writers	1,793	1,827	1,790	-0.17
Writers and Authors	7,813	8,243	8,507	8.88
<b>Total</b>	<b>105,022</b>	<b>107,864</b>	<b>109,984</b>	<b>4.72</b>

Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Table# 46**  
**CA South Coast Jobs by Location Quotient**

Regions : Orange, San Diego

Occupation Type	2007 State LQ	2008 State LQ	2007 National LQ	2008 National LQ
Actors	0.51	0.46	1.19	1.00
Advertising and Promotions Managers	1.23	1.17	1.36	1.27
Agents and Business Managers of Artists, Performers, and Athletes	0.59	0.62	0.98	0.97
Architects, Except Landscape and Naval	1.33	1.41	1.37	1.43
Art Directors	0.89	0.90	1.34	1.34
Audio and Video Equipment Technicians	0.92	0.93	1.19	1.46
Broadcast Technicians	0.66	0.75	0.70	0.77
Camera Operators, Television, Video, and Motion Picture	0.42	0.49	0.85	1.00
Choreographers	1.58	1.40	2.34	1.93
Commercial and Industrial Designers	1.17	1.14	1.45	1.37
Dancers	0.55	0.86	0.73	1.03
Directors, Religious Activities	1.31	1.33	0.96	0.99
Editors	0.93	0.93	0.98	0.96
Fashion Designers	1.03	1.01	1.61	1.56
Film and Video Editors	0.43	0.36	1.17	1.00
Fine Artists including Painters, Sculptors, and Illustrators	0.81	0.83	1.10	1.13
Floral Designers	1.16	1.26	1.20	1.27
Graphic Designers	1.35	1.33	1.63	1.64
Interior Designers	1.27	1.44	1.44	1.74
Landscape Architects	1.30	1.31	1.88	1.80
Librarians	0.90	0.94	0.54	0.54
Media and Communication Equipment Workers, All Other	1.11	0.86	2.47	2.03
Media and Communication Workers, All Other	1.14	1.18	1.52	1.72
Multi-Media Artists and Animators	0.71	0.73	1.21	1.27
Music Directors and Composers	0.82	0.86	1.06	1.11
Musical Instrument Repairers and Tuners	1.18	1.25	1.04	1.02
Musicians and Singers	0.93	0.93	1.16	1.16
Photographers	1.12	1.13	1.49	1.55
Producers and Directors	0.50	0.51	0.98	1.01
Public Relations Managers	1.13	1.09	1.05	1.01
Public Relations Specialists	1.16	1.11	1.15	1.09
Radio and Television Announcers	0.71	0.70	0.66	0.64
Set and Exhibit Designers	1.06	1.09	1.54	1.58
Sound Engineering Technicians	0.39	0.43	0.87	0.95
Technical Writers	1.24	1.23	1.54	1.50
Writers and Authors	0.82	0.84	1.14	1.18

Source: Economic Modeling Specialist, Inc. Complete Employment

### Los Angeles County CVI™ Summary and Occupational Details

Los Angeles County CVI™ summary data shows that the region performs favorably when compared to the United States in all categories. Every measurement surpasses the 1.00 national baseline. The overall CVI™ value measured for Los Angeles County in 2008 was 2.68. Los Angeles County displays its greatest strengths within the category combining individual artists and art gallery revenues and performing arts participation.

Detailed occupational data also reports 278,830 creative occupations in Los Angeles County, growing at 2.57%

between 2006 and 2008. Highly concentrated occupational employment was measured among film and video editors, actors and sound engineering technicians.

**Table# 47**  
**2008 Los Angeles CVI vs. The United States**

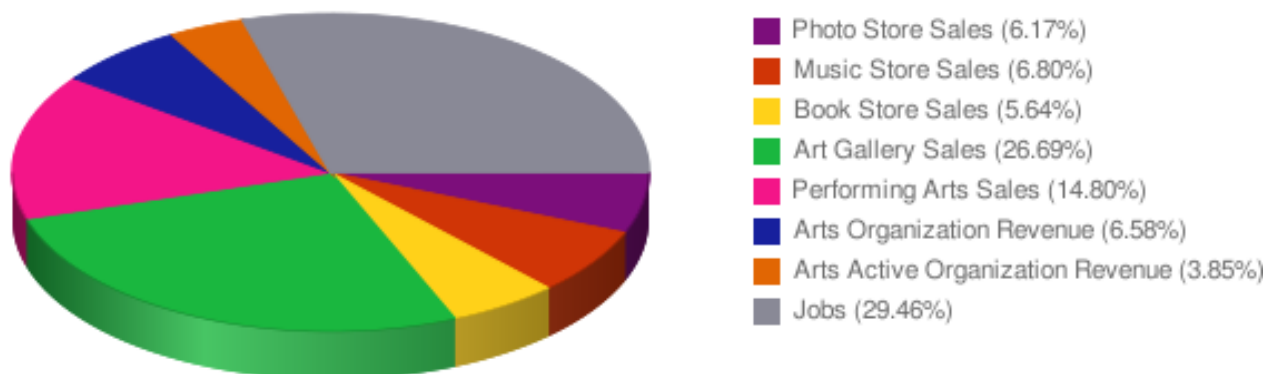
Region A: Los Angeles

Region B: United States

Description	Region A	Region B	CVI	Weightage	CVI-Contribution
<b>Year - 2008</b>					
Population	9,862,049	304,059,724			
<b>Industry Data</b>					
Photography Store Sales	\$95,297,000	\$1,426,736,000	2.059	8%	0.165
Music Store Sales	\$226,118,000	\$3,064,022,000	2.275	8%	0.182
Book and Record Store Sales	\$527,401,000	\$8,640,277,000	1.882	8%	0.151
Art Gallery and Individual Artist Sales	\$9,879,202,000	\$34,129,019,000	8.925	8%	0.714
Performing Arts Participation	\$2,259,838,000	\$14,086,245,000	4.946	8%	0.396
<b>Non Profit Data</b>					
Arts Organization Revenue	\$829,082,942	\$14,520,426,857	1.760	10%	0.176
Arts-Active Organization Revenue	\$540,374,904	\$16,107,694,069	1.034	10%	0.103
<b>Occupation Data</b>					
Total Jobs	278,830	4,361,087	1.971	40%	0.788
<b>Total CVI : 2.675</b>					

Source: WESTAF, California CVI 2008

**Chart# 19**  
**Percentage Share of CVI Inputs 2008**



Source: WESTAF, California CVI 2008



**Table# 48**  
**CA South Coast Jobs by Occupation, 2006 to 2008**

Regions : Los Angeles

<b>Occupation Type</b>	<b>2006 Jobs</b>	<b>2007 Jobs</b>	<b>2008 Jobs</b>	<b>%Change</b>
Actors	18,395	18,616	17,402	-5.40
Advertising and Promotions Managers	2,375	2,368	2,443	2.86
Agents and Business Managers of Artists, Performers, and Athletes	5,114	5,707	5,298	3.60
Architects, Except Landscape and Naval	4,819	5,107	4,486	-6.91
Art Directors	10,037	10,536	10,100	0.63
Audio and Video Equipment Technicians	3,216	3,203	4,398	36.75
Broadcast Technicians	2,528	2,560	2,338	-7.52
Camera Operators, Television, Video, and Motion Picture	4,914	4,868	4,796	-2.40
Choreographers	1,079	1,147	1,109	2.78
Commercial and Industrial Designers	3,818	3,898	3,252	-14.82
Dancers	1,914	2,003	1,456	-23.93
Directors, Religious Activities	2,879	2,874	2,905	0.90
Editors	8,082	8,258	7,843	-2.96
Fashion Designers	4,949	5,051	4,941	-0.16
Film and Video Editors	6,818	6,758	7,056	3.49
Fine Artists including Painters, Sculptors, and Illustrators	7,114	7,545	7,195	1.14
Floral Designers	3,572	3,623	3,481	-2.55
Graphic Designers	13,107	13,378	13,653	4.17
Interior Designers	4,114	4,252	4,435	7.80
Landscape Architects	2,287	2,332	1,983	-13.29
Librarians	3,456	3,537	3,556	2.89
Media and Communication Equipment Workers, All Other	3,352	3,437	4,157	24.02
Media and Communication Workers, All Other	6,321	6,481	7,610	20.39
Multi-Media Artists and Animators	12,533	13,295	13,023	3.91
Music Directors and Composers	12,014	12,763	12,027	0.11
Musical Instrument Repairers and Tuners	655	693	558	-14.81
Musicians and Singers	15,585	16,388	15,596	0.07
Photographers	35,752	36,747	36,577	2.31
Producers and Directors	20,409	20,826	22,045	8.02
Public Relations Managers	1,766	1,797	2,019	14.33
Public Relations Specialists	10,295	10,407	10,888	5.76
Radio and Television Announcers	2,435	2,499	2,726	11.95
Set and Exhibit Designers	3,246	3,342	3,266	0.62
Sound Engineering Technicians	3,673	4,388	4,255	15.85
Technical Writers	2,429	2,494	2,392	-1.52
Writers and Authors	26,802	28,364	27,565	2.85
<b>Total</b>	<b>271,854</b>	<b>281,542</b>	<b>278,830</b>	<b>2.57</b>

Source: Economic Modeling Specialist, Inc. Complete Employment

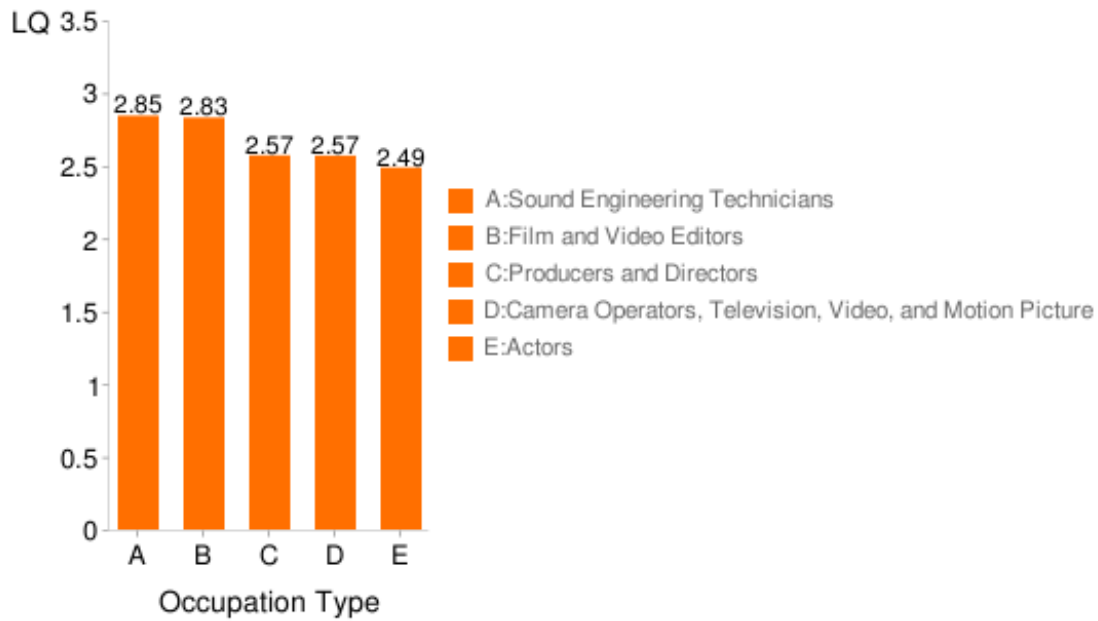
**Table# 49**  
**Los Angeles Jobs by Location Quotient**

Regions : Los Angeles

<b>Occupation Type</b>	<b>2007 State LQ</b>	<b>2008 State LQ</b>	<b>2007 National LQ</b>	<b>2008 National LQ</b>
Actors	2.49	2.54	5.80	5.52
Advertising and Promotions Managers	1.24	1.32	1.37	1.43
Agents and Business Managers of Artists,Performers, and Athletes	2.13	2.07	3.51	3.27
Architects, Except Landscape and Naval	1.01	0.91	1.04	0.92
Art Directors	1.65	1.59	2.48	2.38
Audio and Video Equipment Technicians	1.61	1.68	2.10	2.65
Broadcast Technicians	1.88	1.80	1.97	1.86
Camera Operators, Television, Video, and Motion Picture	2.57	2.58	5.16	5.31
Choreographers	0.97	1.09	1.43	1.50
Commercial and Industrial Designers	1.25	1.10	1.54	1.33
Dancers	2.09	1.78	2.76	2.13
Directors, Religious Activities	0.97	0.94	0.70	0.70
Editors	1.50	1.44	1.58	1.49
Fashion Designers	1.66	1.65	2.59	2.55
Film and Video Editors	2.83	2.83	7.75	7.86
Fine Artists including Painters, Sculptors, and Illustrators	1.64	1.60	2.22	2.17
Floral Designers	1.07	1.08	1.10	1.09
Graphic Designers	1.31	1.29	1.59	1.59
Interior Designers	1.20	1.18	1.36	1.42
Landscape Architects	0.78	0.75	1.13	1.03
Librarians	1.09	1.13	0.65	0.65
Media and Communication Equipment Workers, All Other	1.96	2.21	4.37	5.22
Media and Communication Workers, All Other	1.17	1.29	1.56	1.88
Multi-Media Artists and Animators	1.91	1.83	3.26	3.17
Music Directors and Composers	1.65	1.58	2.14	2.04
Musical Instrument Repairers and Tuners	1.44	1.32	1.27	1.07
Musicians and Singers	1.56	1.51	1.94	1.88
Photographers	1.16	1.16	1.55	1.59
Producers and Directors	2.57	2.60	5.05	5.19
Public Relations Managers	1.03	1.08	0.95	1.00
Public Relations Specialists	1.14	1.15	1.14	1.13
Radio and Television Announcers	1.51	1.79	1.41	1.64
Set and Exhibit Designers	1.37	1.36	1.99	1.97
Sound Engineering Technicians	2.85	2.63	6.29	5.81
Technical Writers	1.02	1.00	1.27	1.22
Writers and Authors	1.70	1.67	2.38	2.33

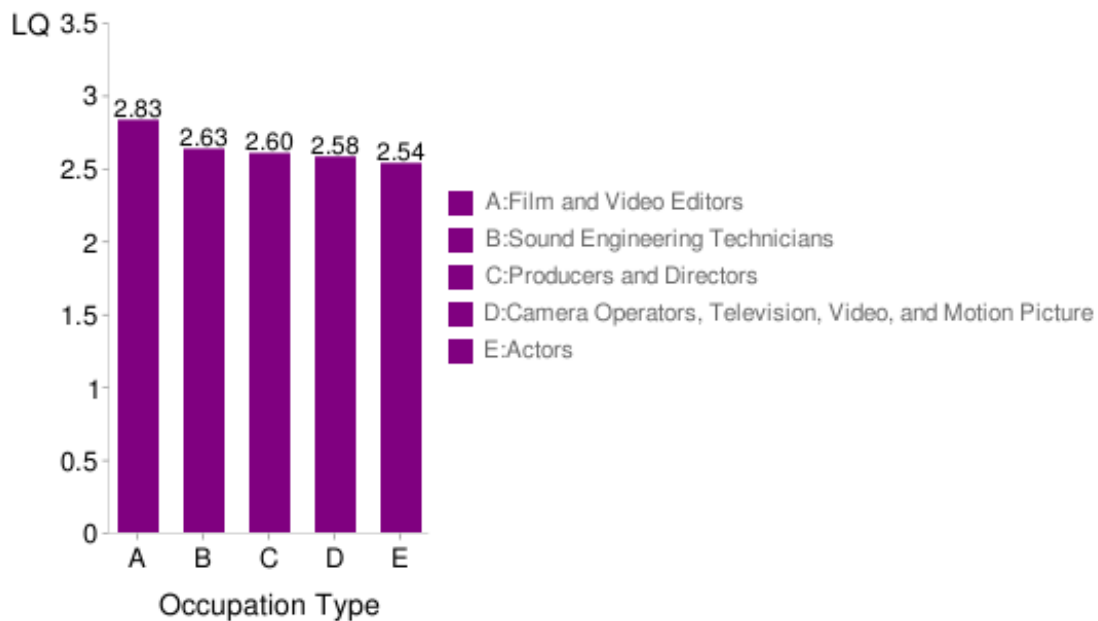
Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Chart# 20**  
**State Location Quotient 2007**



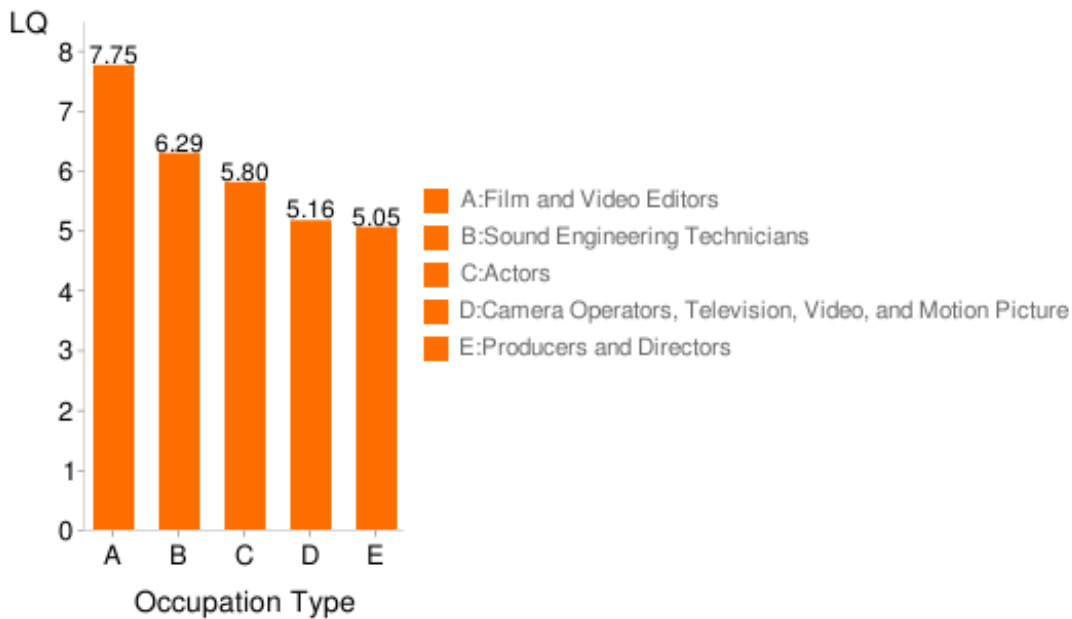
Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Chart# 21**  
**State Location Quotient 2008**



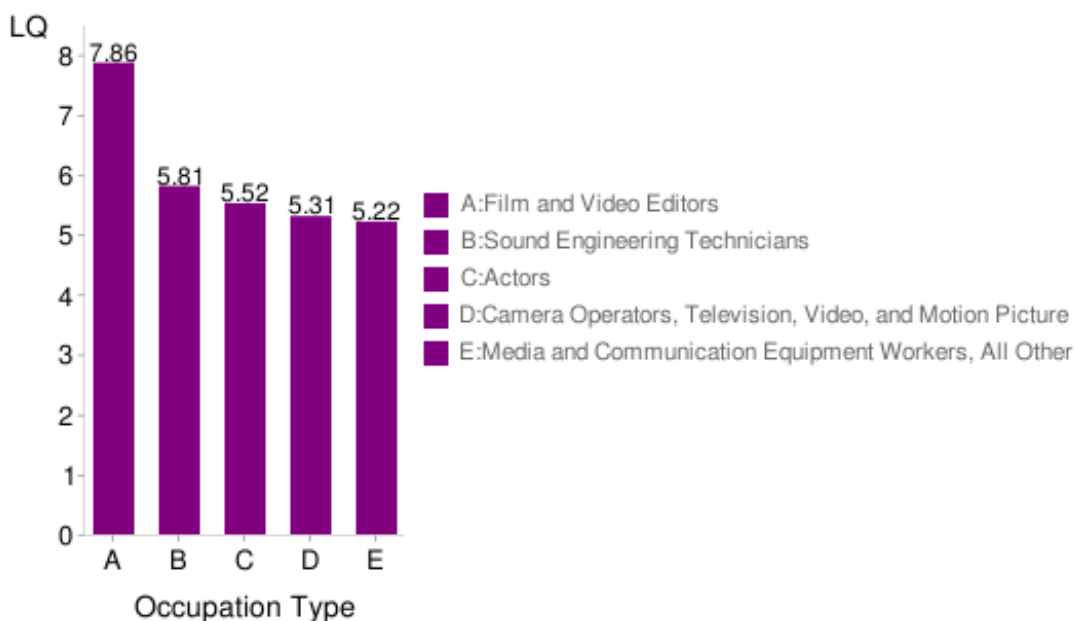
Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Chart# 22**  
**National Location Quotient 2007**



Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

**Chart# 23**  
**National Location Quotient 2008**



Source: Economic Modeling Specialist, Inc. Complete Employment, California CVI 2008

#### **Section Four: Technical Report and Understanding the CVI™**

While the informational value of this report is immense, the potential benefit to arts advocacy, planning, and policy-making is equally great. In order to realize the practical value of this research, it is important to review and consider the history of the CVI™ and its differentiation from economic impact studies. Some suggestions for making use of the research are also presented here to encourage immediate application of the research. Finally, the sources of CVI™ data are itemized to provide transparency of the research process.

#### **Developing the Creative Vitality Index™**

The CVI™ was developed in the context of innovations in cultural policy and economic development. The CVI™ was initially conceived of to help public sector arts agencies clearly communicate that their work encompasses a much larger segment of creative economic activity than had previously been the case. This was necessary because, beginning in the mid 1960s, when state arts agencies were established and city arts agencies were either founded or expanded, the primary focus of these entities was on the growth of the supply and quality of primarily nonprofit-based arts activities.

These entities made great progress in this area. Once the supply and quality of nonprofit arts activities was greatly bolstered, however, the public sector funders of the nonprofit arts field began to consider how their goals and the work of the nonprofit arts were part of a much larger creative system. They also became aware that the nonprofit arts and public arts policy depended on the health of that larger system to survive in the present and thrive in the future.

Simultaneous with these developments, practitioners from fields representing for-profit creative activities and occupations began to discuss the creative economy in broad, highly inclusionary terms. The arts field and public sector arts funders embraced this broader concept as reflective of how they now envisioned their work—as a stimulative part of an overall creative system and not simply as suppliers of funding to maintain a supply of nonprofit-sourced arts opportunities. The CVI™ reflects this broader systems-oriented thinking and reinforces the fact that the nonprofit arts and public arts agencies are part of an interdependent whole called the creative sector.

The CVI™ grew out of a conversation about whether to undertake an economic impact study of the arts. The staff leadership of the Washington State Arts Commission and the Seattle Office of Arts & Cultural Affairs, in collaboration with others, explored ways to expand and enrich the economic argument for support of the arts and especially public funding of the arts. In doing so, the group was influenced by two national conversations concerning economic development: the defining of a creative economy and the outlining of the concept of economic development clusters. Those conversations did something the nonprofit arts community was very late in doing- they included the related for-profit creative sector in a universe normally reserved for nonprofits.

The public value work articulated by Mark Moore also played a role in the development of the CVI™. That work helped the public sector component of the nonprofit arts funding community move away from a perspective oriented toward saving the arts to considering ways to be responsive to what citizens wanted in the arts. The approach also worked to shape agency deliverables to reflect their actual value to the public rather than the value arts aficionados considered them to have for the public. One result of this influence was that the CVI™ was developed in a context of thinking in which individuals are assumed to have choices and that, to remain viable, public sector arts funders need to offer choices the public will value and thus select. In this concept of selection is the understanding that choice in the arts ranges outside the nonprofit arts and that the public sector arts agency needs to ensure that such choice is available.

### **The Relationship of the CVI™ to Economic Impact Studies**

Although it evolved from a discussion of whether to commission an economic impact study, the CVI™ is not an economic impact study of the arts. Economic impact studies are enumerations of the total economic value and impact of a specific basket of arts activities on the community, taking into account estimates of the ripple effect on jobs and revenues in other non-related industries. The majority of such studies focus on the nonprofit art sector and either measure its impact exclusively or introduce measures of the impact of selected for-profit activities in a supplementary manner. The CVI™ utilizes some of the data typically included in arts economic impact studies. However it draws on many more data streams, and its goal is quite different in that it seeks to provide an indicator of the relative health of the economic elements of the creative economy.

Economic impact studies are rooted in advocacy and generally have as a core purpose the definition of the nonprofit arts sector as a meaningful component of the larger economic system. The results of such studies are commonly used to argue for the allocation of scarce budget dollars to the arts because a dollar invested in the arts multiplies many times over and helps nurture a more robust overall economy. These studies have also been used to help the arts compete with other discretionary forms of government spending--and often these other interests have their own economic impact studies. The studies have been used most effectively to counteract the misguided notion that funds invested in the nonprofit arts are removed from the economy and thus play no role in building or sustaining it.

Economic impact studies have also been commissioned to call attention to the size and scope of arts and culture as a component of the overall economic activity of an area. Often community leaders and the public are only

familiar with one segment of the arts through their personal acquaintance with a single institution or discipline. The economic impact study aggregates information in ways that call attention to the size and scope of a cluster of endeavors that are often considered to be of minor importance in economic terms. As a result, the prestige of the arts and culture community in an area is enhanced, and the ability of the sector to be heard is often increased.

Although the CVI™ can partially address each of the uses to which economic impact studies are employed, it has a different purpose. The CVI™ is about exploring a complex set of relationships and changes in the dynamics of those relationships over time. It is not a replacement for economic impact studies but can be a complement to them.

### **Making Use of the Creative Vitality Index™**

The Creative Vitality Index™ is designed to serve as a tool to inform public policy decision making and to support the work of advocates for the development of the creative economy. Here are some of the major uses of the CVI™: As a definitional tool, the index can be used to call attention to and educate the community at large concerning the components and dynamics of the creative economy. Of particular significance is the promotion of the concept that the creative economy includes both the for-profit and the nonprofit arts-related activities of an area. Many economic studies centered on the arts have focused almost entirely on the nonprofit sector, and the inclusion of for-profit activities is, for many, a new conceptualization of the role of the arts in an economy. This approach locates all arts and arts-related creative activities in a continuum of creative activities.

The index can serve as a source of information for advocacy messaging. Individuals engaged in advocacy on behalf of the creative economy as a whole or elements of it can use the index to do some of the following:

- Call the attention of the public to significant changes in the creative economy ecosystem. For example, if contributions from private foundations drop substantially in a year and three major architectural firms leave the area, advocates for a healthy creative economy can call attention to these factors as negative elements that will affect an overall ecosystem. Similarly, if nonprofit arts groups at the same time experience increases in income from individuals and there are substantial increases in employment within other major creative occupations such as graphic design and advertising, the negative impact of the events noted above may be cushioned or alleviated altogether.
- Underscore the economic relationships between the for-profit sector and the nonprofit sector and make the point that a healthy nonprofit arts sector is important to the development of a healthy for-profit sector.
- Advocate for improvements to the allocation of resources or the creation of policies that will increase the index numbers through the expansion of the role of a creative economy in a region.
- Serve as a framework upon which to define and build a creative coalition. With the components of the Index setting forth a vision for a creative community rather than a nonprofit arts community, those who wish to build coalitions to influence change for the benefit of the development of the creative economy have a broader and deeper platform from which to begin the conversation.
- Benchmark an area of endeavor and lay the groundwork for the improvement of one or more aspects of the creative economy. The index can serve as an initial diagnostic tool to create a baseline and then can be used to measure progress in that area. Elected officials and civic leaders can use the index as a starting point for discussing ways in which an area's local economy can be enriched through the development of the creative-economy segment of that community.

### **More on the CVI™ Data Sources**

Index data streams are analyzed by WESTAF and taken from two major data partners: the Urban Institute's National Center for Charitable Statistics, and Economic Modeling Specialists, Inc (EMSI).

The Urban Institute's National Center for Charitable Statistics aggregates information from the Internal Revenue Service's 990 forms. The forms are required to be submitted by nonprofit 501(c) organizations with annual gross receipts of \$25,000 or more. Organizations with more than \$25,000 but less than \$250,000 in annual gross receipts can file a 990 EZ form that collects less information. The CVI uses the information contained in the 990 forms to identify changes in charitable giving in an area. These numbers are the best available but are not absolute. Some numbers may not be reported because of errors made in the completion of the form. These include nested fund

transfers within larger fund allocations that include the arts in a significant way but are not broken out, and/or the failure to capture data because an organization is either not required to file a 990 or does not file the full 990 form, thus limiting the level of data available.

Economic Modeling Specialists, Inc.'s (EMSI) expertise is centered on regional economics, data analysis, programming, and design so that it can provide the best available products and services for regional decision makers. In an effort to present the most "complete" possible picture of local economies, EMSI estimates jobs and earnings for all workers using Bureau of Labor Statistics data, data from the U.S. Bureau of Economic Analysis, and information from the U.S. Census Bureau. Because the number of non-covered workers in a given area can be large, job figures from EMSI will often be much larger than those in state LMI data. In order to estimate occupation employment numbers for a region, EMSI first calculates industry employment, then uses regionalized staffing patterns for every industry and applies the staffing patterns to the jobs by industry employment data in order to convert industries to occupations. EMSI bases occupation data on industry data because it is generally more reliable and is always published at the county level, whereas occupation data is only published by Occupational Employment Statistics (OES) region (usually 4-6 economically similar counties). Occupation employment data includes proprietors and self-employed workers. EMSI uses nearly 90 federal, state and private sources including the U.S. Department of Commerce, the U.S. Department of Labor, The U.S. Department of Education, the U.S. Department of Housing and Urban Development, The U.S. Department of Health and Human Services, the U.S. Postal Service, and the Internal Revenue Service. (Partially Reprinted from [www.economicmodeling.com](http://www.economicmodeling.com))

### **Getting More Out of the CVI™**

WESTAF's research and development team is committed to delivering the highest quality research in broadly accessible formats. Please visit [CreativeVitalityIndex.org](http://CreativeVitalityIndex.org) to learn more about the CVI™, and how it can be additionally useful.